

(INP Photo by Larry Miller, Examiner)

IKE THE GOLFER — President Dwight D. Eisenhower came through with a sensational shot from behind a palm tree to thrill the gallery on the ninth green at Tamarisk Country Club. He then sunk a three-foot putt to take a par four on the hole. Local residents hope that Ike and the palm tree become synonymous in the Winter season. This picture was taken by Larry Miller of the Los Angeles Examiner using a telephoto lens.

Ike Tees Off at Tamarisk

By AVERY ALLEN

The real big day arrived! Getting up so early makes you think of duck hunting season. Even for us who have had so many big people around us often, there is an extra thrill to know that the man who guides the destiny of the greatest nation on earth is to visit our Club.

As you arrive at the club itself you feel the same little extra alertness, interest and anticipation on the part of everyone. The gardener, Lorenzo, asks if it really is going to happen—the kitchen is open early and extra pies have been baked—the greenskeepers constantly look up from their work as each car comes in the driveway—the caddies are peering around the corners of their quarters—Ted Cadman, managing director, is checking every detail—Scorpy Doyle, caddy master, goes over final instructions with the caddies assigned to the Presidential party—and even the old professional caddies who have been in the business many, many years are washed a little shinnier, dressed a little extra, and wear grins of anticipation. This is truly a great day for Tamarisk!

THE PHONE RINGS — Paul Helms is calling to say that the President will leave Smoke Tree Ranch at 9:00 a.m. and will arrive here at 9:12 a.m. The split minute timing of the great man's arrival is in itself a little frightening. For many days now secret servicemen have been checking every detail of the club, the occupants of every home, taking the life history of every person who will come near our man, and this constant building up of pressure on all

of us reaches a new height at the telephone call. Unconsciously everyone checks himself out to make sure that he is most presentable. Everyone in authority scurries about to make sure all details are just so. We look at our watches and we still have almost an hour to go. It's an hour somewhat like waiting for the kickoff time at a great football game, or possibly the time you wait for a barrage to be laid down or an atom device to be set off!

We are all a little unhappy that the day is not completely perfect—even in Palm Springs we cannot bat 1000 on the score. There has been wind during the night, and today there is still a light wind blowing and some cloudiness still left in the sky.

A few of the more alert news services are here to make sure they don't miss the story and pictures, even though the hour is early.

AND SO WE TRY to be normal—appear unconcerned, but secretly each one of us is sweating it out!

At 9:13 a.m. three new black Studebakers swing into the driveway, and almost before they stop, secret servicemen are out of the car and carefully looking over the crowd that has

See **IKE TEES**, Page 5a

Ike Works, Plays Golf, Relaxes in Sun in Village Winter Capital

FOR IKE AND MAMIE

Wednesday, February 17
Thursday, February 18
Friday, February 19

Max. Min.
75 42
69 50
72 46

The Desert Sun

and PALM SPRINGS NEWS

VOL. XXVII, NO. 53 2 Sections — 14 Pages Palm Springs, California, Monday, February 22, 1954

Single Copy 10c

President Makes Most of Brilliant Desert Sunshine

Nation's Chief Executive Splits Vacation Time between Work, Golf and Just Relaxing

By DON KLOTZBUECHER

A tanned and rested businessman — head of the biggest business in the world — today is well acquainted with the world's foremost desert resort, its recreational facilities and traditional hospitality.

President Dwight D. Eisenhower has found, like other business executives, that Palm Springs adjusts itself to the person, and respects the wishes of its visitors. A vacation with privacy, as requested, has been accorded the President and his wife.

DAILY GOLF ROUNDS have served to provide the tan which now highlights the friendly features of the President, and the games with personal friends have afforded complete relaxation.

Tamarisk and Thunderbird Country Clubs are now household words throughout the nation, together with the story that ideal weather conditions have prevailed during the first five days of the President's vacation.

AN EARLY RISER at the White House at Paul Helms' home at Smoke Tree Ranch, President Eisenhower has finished his office work before leaving to play golf every morning except Sunday, when he and Mrs. Eisenhower attend church services at the Palm Springs Community Church, Dr. James Blackstone, Jr., pastor. Afternoons have been devoted

to relaxation, touring the date gardens between Palm Springs and Indio, or playing bridge with close friends. Evenings have been spent with close friends, or by the Eisenhowers themselves.

NO PUBLIC APPEARANCES have been made, nor are any planned at this time, according to James C. Hagerty, Eisenhower's press secretary.

Necessary business has been conducted, including the signing of 23 bills into law. President Eisenhower has kept in touch with world developments, as well as national.

At the second photographic session at his offices at Smoke Tree Ranch (first was playing golf at Tamarisk), he was photographed signing the bills, and then commented on the appointment of former Governor Earl Warren as chief justice of the Supreme Court.

THE CONTROVERSY currently raging in the Senate on charges against Warren made by Senator Langer was ignored, with Eisenhower confining his remarks to "Warren and his ability."

"My opinion of him and confidence in him," he said.

See **IKE LIKES**, Page 3a

GOV. KNIGHT PRAISES HOSPITALITY OF VILLAGE

"Palm Springs has kept the true attitude of California — real genuine hospitality," was the tribute paid to Villagers Friday morning by Governor Goodwin J. Knight, honored guest at Mayor Florian Boyd's Coordinating Council brunch meeting in El Mirador Hotel's Starlite Patio.

This praise resulted from Palm Springs residents according to President and Mrs. Eisenhower complete privacy, following the warm welcome at the airport, and friendliness shown Governor Knight and Ambassador James Kemper at the same time.

"I WISH all the people in California could have enjoyed the same hospitality and good will as we have at El Mirador hotel, and from all you good people," the state's chief executive told the capacity crowd in the sun-lighted Starlite Patio.

"The very restrained and lovely greeting shown President and Mrs. Eisenhower at the airport was great, and a man would be less than human if

not thrilled," Knight commented.

THE GOVERNOR told of this being his last trip to Palm Springs this year because of the legislature starting its budget session March 1, and then the political campaign following.

He reiterated his previously announced stand against any increase in taxes, saying that he would "fight with every bit of power a governor has against a tax increase."

HE POINTED OUT that it would be preferable to use part of the state surplus if necessary, and otherwise try to stay within a strict budget by reducing

See **GOVERNOR**, Page 2a

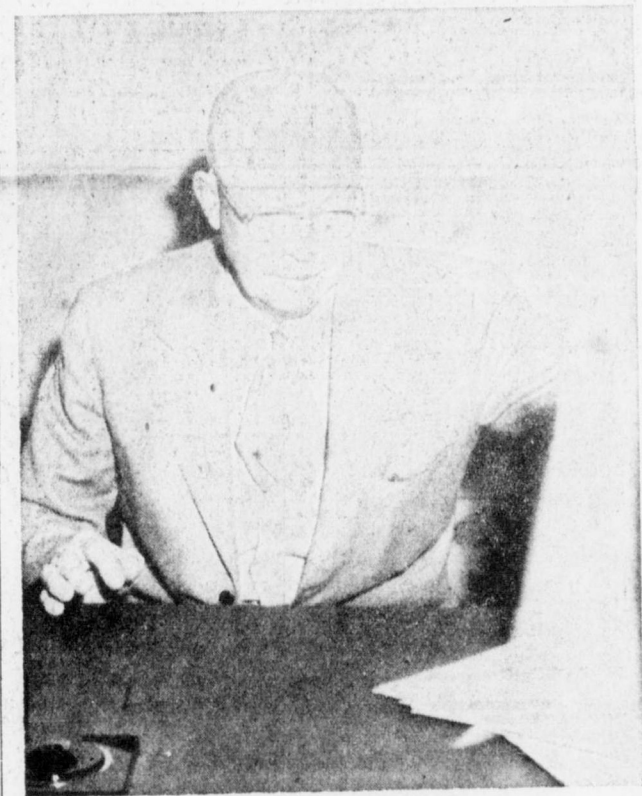
Ike Signing New Laws at Smoke Tree White House



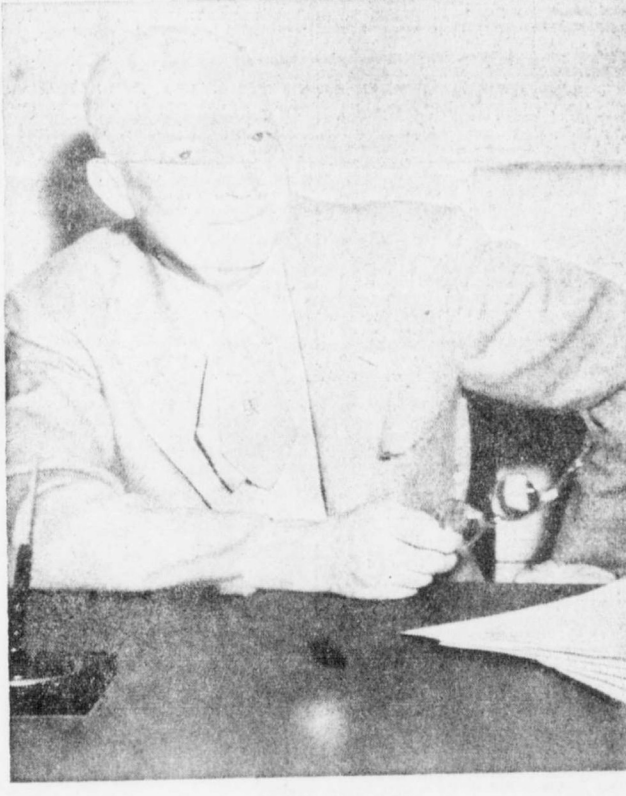
The Start



Busy At Work



Last One



Ready for Golf

Desert Sun Staff Photo by Fred Weigel

Inside of the Sun

Classified 6, 7b
Publisher's Corner 4b
This Side of the Sun 4b
Confident Living 4b
Social News 1, 2, 3b
Sports 5b



(Desert Sun Photo)

BETWEEN NINES — Ike and his golfing partners are pictured at Tamarisk Country Club before the start of the second nine Thursday. With President Eisenhower, left to right, are Ben Hogan, Tamarisk pro, Paul Hoffman and Paul Helms, his two personal hosts in the Village. Ike played the following two days at Thunderbird Country Club, with newsmen not permitted to take pictures.



(Photo by HUG)

REPUBLICAN WOMEN — Marjorie Benedict, on left, Republican National Committeewoman from California, and the only woman in the delegation to greet the President upon his arrival here, is pictured with Mrs. Frank Bennett, long active in Republican work in California and Palm Springs.

VILLAGE

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Sun-Mon-Tues Feb. 21-22-23

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Sun-Mon-Tues Feb. 21-22-23

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HONEY-
MOON
YET!**

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LONG LONG
TRAILER**
in Marjorie Keenan
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GILBERT
SULLIVAN**
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(Eddie Carroll Photo)
MEET THE PRESS - James Hagerty, presidential press secretary, right, and R. F. (Phat) Graettinger, editor of The Desert Sun, talk shop at Paul Hoffman-Paul Helms party for the press at El Mirador Friday night.

GOVERNOR PRAISES CITY

expenses but not the quality of the state government. "Large surpluses are not good," Knight said. It is a "good principle of public financing to have the government go on an even keel." Explaining that it slows down business by keeping money inactive through building surpluses with high taxes, Knight added that "we are in competition with Nevada and Arizona," and do not want to be in an unfavorable position.

THE GOVERNOR predicted that in future years California would enjoy an expanded economy which now is unforeseen, and the state would "pass New York as the number one state in the Union."

He continually paid tribute to El Mirador Hotel and its owners for their hospitality shown to him, and to visiting newsmen from throughout the country. "Despite the presence of President Eisenhower, there is a complete attitude of relaxation shown by everyone, including the newsmen," he said, adding that "this is due the real genuine hospitality."

REGARDING THE PRESS, he said that "we have everybody represented, here but the People's World, and we don't want them."

Governor Knight then gave an insight into his longtime political popularity by predicting a continuous growth for Palm Springs, because "there's just so much sunshine in the world, and the majority of these rays of sunshine descend on Palm Springs in the winter."

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EARLY BIRD SHOW EVERY SUNDAY

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(Desert Sun Photo)
GOVERNOR - Ward Risvold, co-publisher of The Desert Sun, Governor Goodwin Knight and Mayor Florian Boyd talk things over at the Governor's Brunch at El Mirador on Friday.

Three File for Council Posts in Districts 2, 6

Palm Springs municipal election campaign began rolling Friday with the first three candidates entering the field.

Two filed nomination papers in District Six and one in District Two. None had filed in District Four as of Friday night when city offices closed until Tuesday because of the usual Saturday holiday, Sunday and today, Washington's birthday.

FIRST CANDIDATE to file was Joseph Paloza who will make the race for council from District Two. Incumbent there is Jerry Nathanson.

Two filed in District Six. James I. Cavett was the first to enter the race. Frank Miller, incumbent from District Six filed later in the afternoon.

Nominations close on March 4th.

ELECTIONS will be held in

Varner Names Aides for Patton Memorial Board

Supervisor Homer Varner, who was named chairman of the Patton Memorial Commission by Riverside county board, announced Friday that he had asked Earl Coffman of Palm Springs; C. A. Washburn of Indio; Mrs. Emma Knight to represent the Coachella Valley Advisory Planning Committee; W. W. Watson, Associated Chambers of Commerce; Grady Seltzer, Palo Verde; Walter Pittman, Riverside, and John Alender, Veterans' groups, to serve with him.

He will submit the names of his commission to supervisors Tuesday for their consideration. George Gerwing, secretary-manager of the County Board of Trade, will serve as ex-officio member and secretary to the commission, Varner said.

three council districts: Two, Four and Six. Jerry Sanborn is the incumbent in District Four.

With eight business days left in which to file, Louise McCann, city clerk, said that several more candidates are expected to be in this week and next.

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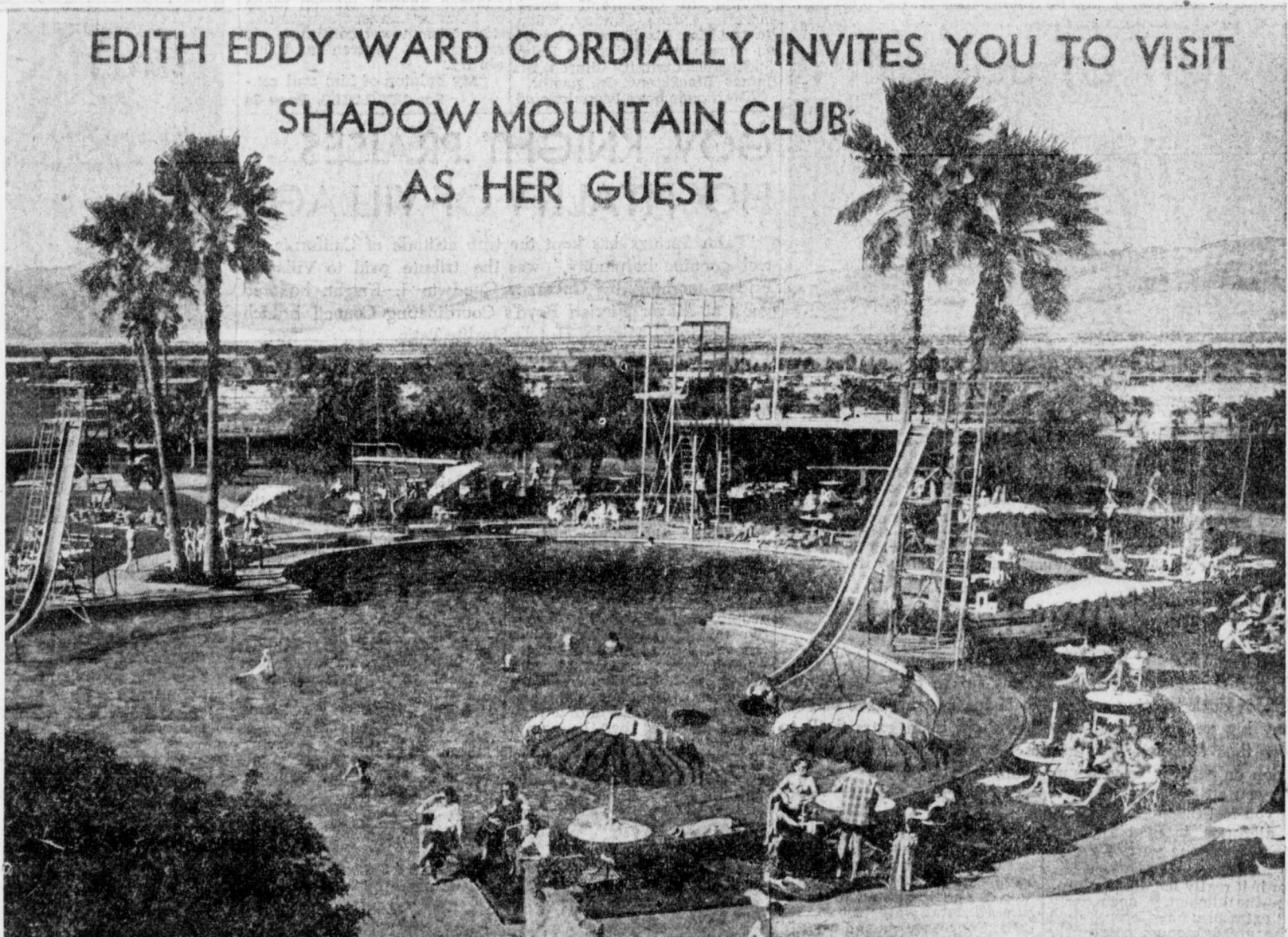
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IKE LIKES PALM SPRINGS

idence in him is demonstrated by the fact that I nominated him to one of the highest offices in the land," the President told the group of 50 newsmen standing on the sun-scorched desert just outside his office.

"My contacts with him since he came to Washington have served only to increase my confidence in him and my high admiration for him," Eisenhower continued. He then went on to say that Warren would be one of "the finest public servants" this country could have.

THE NATION'S chief executive then turned to return to his office, and was surprised to find the door locked. This produced the famous Eisenhower grin as he turned around to share the development with the newsmen. A knock on the door brought a quick opening from the inside.

A new vogue in ties might be started as a result of his visit here, with the entire country going "Western." Known as one of the best dressed men in the United States, the President has joined in the Western spirit here, wearing short Western-style neckwear. At the conference he wore a Snake Tree brand tie, and at the golf courses he has adopted their neckwear.

GOLFING PARTNERS have included his hosts in the Village, Paul Hoffman and Helms, together with Leonard Firestone and Hawthorne Dent.

It was reported that O'Donnell Golf Club is not included in the President's schedule because of its being a nine-hole course.

Only conference the President has held was with Governor Goodwin J. Knight and GOP National Committeeman A. Ronald Button.

Eisenhower did not comment on the meeting, but Knight and Button reported that they had told the President that he "has gained in personal popularity

since he was elected and that practically without exception" his entire program is being accepted.

BOTH MEN FORECAST a Republican victory in the state this year.

"It was nice to meet the President," Knight said. "I told him that it was a pleasure to have him as a California visitor and that the people of Palm Springs have been dignified by his presence here and that they appreciate that he came to the desert for a vacation, not a celebration."

With departure time only two days away, now tentatively scheduled for tomorrow, Mayor Florian Boyd today extended a public invitation to President and Mrs. Eisenhower to return to Palm Springs in the future.

"We're awfully proud and happy that the President has selected our Village to take his short vacation," Boyd said. "We're very fortunate in having America's foremost citizen in the foremost desert resort, and we hope he loves it as we do, and will want to return."

THE PRESIDENT himself has commented through his press secretary that he "likes Palm Springs very well," and when asked by a newsmen Saturday at the picture-taking session as to whether he was having a good time, he answered with a grin, "You bet."

Hagerty has conducted press conferences twice daily except Saturday and Sunday when single meetings were held in the spacious and well-equipped press room at El Mirador.

MEMBERS OF THE PRESS have been honored at three cocktail parties to date, with two being held in the Starlite Patio of El Mirador and one at The Tennis Club.

First was given by Walter Winchell on Thursday evening, with Hagerty as honored guest, and with Betty Hutton as volunteer entertainer.

Second was hosted by Helms and Hoffman, on Friday night, and the last by the Chamber of Commerce and The Tennis Club on Saturday evening. A steak barbecue was a feature of The Tennis Club party.

Registrations are now being taken by Palm Springs Evening high school for a class in creative writing which will start tomorrow night at 7 o'clock at Room 3, high school.



The Desert Sun—3c
and **PALM SPRINGS NEWS**
PALM SPRINGS, CALIFORNIA
Monday, February 22, 1954

County Clerk to Talk Wednesday Before CVAPC

Gordon Pequegnat, Riverside county clerk, will address the next regular monthly meeting of the Coachella Valley Advisory Planning committee.

Paul Clark, committee president, said that Pequegnat's talk will be particularly timely as it will concern change in precinct boundaries and preparations for this year's June primary and November elections.

Expansion of the county clerk's facilities in Indio will also be discussed.

The meeting is to be held at the Town Hall in Cathedral City Wednesday, February 24, at 7 p.m. Dinner will be served by a delegation of the Cathedral City Woman's club.

Income Tax Man Here Two Days

Deputy collector for the Bureau of Internal Revenue will be at World War Memorial Hall tomorrow and Wednesday to aid Villagers with their federal income tax returns, Palmer Risley, in charge of the county office of the bureau said Friday.

The Desert Sun and PALM SPRINGS NEWS

The Desert Sun — Established 1927
Palm Springs News — Established 1935
CONSOLIDATED DEC. 1, 1952

VOL. XXVII, Mon., Feb. 22, 1954, No. 53

Published Mondays and Thursdays — except during June, July, August, then on Thursdays only — at Palm Springs, California, by Palm Springs Publishing Co., 174 North Palm Canyon Drive, (The Center) — Palm Springs, California.

PHONE 2249
OLIVER B. JAYNES
Editor and Publisher
WARD J. RISVOLD
General Manager

R. P. Graettinger — Exec. Editor
William Rashall — Promotion Mgr.
Entered at the post office at Palm Springs, Calif., August 3, 1927, under the Act of Congress of March 3, 1879, 10c per copy; \$6.00 per year by mail elsewhere in U. S. Foreign postage extra. Palm Springs Publishing Co. will not be responsible for unsolicited manuscripts or photos left with or mailed to The Desert Sun or Palm Springs News.

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California Newspaper Publishers Ass'n.
National Editorial Association
Palm Springs Chamber of Commerce
Address all communications to
PALM SPRINGS PUBLISHING CO.
P. O. BOX 199
PALM SPRINGS, CALIFORNIA

(Desert Sun Photo)

NEW SERVICE — John Elliott, service manager for Palm Springs Lincoln-Mercury and Bob Emmons, in charge of shop, stand before new body shop of the firm where anything from a scratch to a complete paint job is available. The new shop, at 335 East Sunny Dunes road, is now in full operation and ready for any call for service.

25-Year Plaque Presented Samson-Curtis Insurance

Palm Springs is a young community in comparison with others in California. Therefore, when a local business firm has reached its 25 year milestone it is a noteworthy occasion.

Last week, Samson-Curtis, Inc., was honored at a Desert Inn luncheon by the Hartford Fire Insurance company and Hartford Accident and Indemnity company in recognition of an uninterrupted representation in Palm Springs of these companies for a quarter of a century.

IN 1929 the pioneer firm of Kocher and Lynch sought and obtained an agency appointment from the Hartford Fire Insurance company at the suggestion of many Easterners who were building homes in the Village and who wanted to place their insurance in this company.

The agency grew as Palm Springs grew, and in 1946, following his return from three years' service in the United States Navy, "Toby" Curtis joined the firm. He had been with the local branch of the Bank of America prior to his World War II service and for several months after his return. In 1949 Curtis became a partner in the firm, and the agency was incorporated under the name of Samson-Curtis, Inc.

Both Herbert Samson, who has been a Palm Springs resident since October, 1928, and his partner "Toby" Curtis are active and widely known citizens of the community.

Does to Meet Tuesday Night

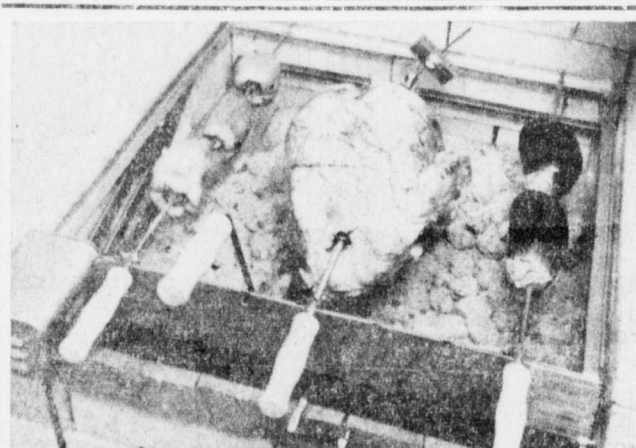
Palm Springs Does, women's auxiliary to the local Elks lodge, were called to a meeting Tuesday evening at 7:30 at the Elks lodge on Highway 111.

Mrs. Mel Smith, secretary of the organization, urged all members to attend as matters of importance will be considered.

Leather Coat, Cash, Hub Cap, Stolen

Theft of a leather coat and a collar from his automobile while it was parked in a service station was reported to police by James Lewis, 144 South Calle Encelia.

A hub cap was also stolen.



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Palm Springs to Host Festival of Bands Feb. 26

The most important event scheduled for high school bands is the Annual Riverside County League Band Festival, which will be held on February 26 with Palm Springs high school as host.

One hundred of the best musicians from the combined bands have been picked to participate in this convocation. This select band will be conducted by William Schaffer, director of the U. S. C. Trojan Symphonic band.

The band will use the Palm Springs high school gymnasium as a rehearsal hall from 9 a. m. until 5 p. m., and as a Concert Hall with its public performance at 8 p. m.

The Festival is planned by the Riverside County League of Band Directors.

Fair Prizes

Desert Garden Shops Wins Two

Desert Garden Date Shop won a first and third prize at the Riverside County Fair and Date Festival at Indio.

The blue ribbon and trophy was awarded for the date confection and packaging while the white ribbon was won for the group of whole dates in commercial packages.

Featured in the exhibits were Deglet Noors, Giant Tabarzals, Golden Saldi, Barhi, and Ebony Black Hyany. Imported mahogany trays and California ceramics were used in the arrangements.

Sojourners Take Over this Week for Rotary Club

Howell G. Evans, director for the United States Chamber of Commerce, will speak on "Industrial Statesmanship" at the Wednesday meeting of Palm Springs Rotary club at the Tennis club at 12:10 p. m.

The program will be presented by "The Sojourners," a group of visiting Rotarians wintering in Palm Springs who regularly "make up" their attendance with the local club.

Stanley Forbes will be chairman for the day.

Dunkerley Given Honors at State C. of C. Meeting

William Dunkerley, manager of the Palm Springs Chamber of Commerce, was among six Southland chamber managers to receive 15-year plaques at the annual convention of California Association of Chamber of Commerce Managers at Santa Monica, Friday. Dunkerley was unable to be present at the ceremony.

Chief address of the meeting was made by David A. Silverman, assistant manager of the Oakland Chamber, who said that in the last calendar year, California communities did an estimated \$650 million business in tourist trade.

People of this state are also content to spend their vacation in their home state resulting in another \$450 million in recreation and travel business within the state, he said.

Silverman said that those on the receiving end of this money could consider it a marginal income above their normal volume of business produced without corresponding increase in cost.

Incubator Drive Donations Asked

Max Grone, president of the Wednesday Nite club which is collecting articles for an auction to be held March 7 to raise funds to buy the latest model incubator for Desert hospital, said that many items were being contributed but that more are needed.

Anyone wishing to aid is asked to call 5262 or 5354. The auction will be held at the Recreation Center, North Indian avenue and Radio road.

Remote Control to Feature Home to be Built Here

The Gannon Realty company announced the sale of a new three bedroom, two bath home to be constructed in the exclusive Desert Palms Estates. The purchasers are Mr. and Mrs. Herbert St. John from Racine, Wisconsin.

Mr. St. John's home will feature the G. E. remote control system. He will personally supervise and install the system himself. It is believed to be the first such type home in Palm Springs. A master control in the bedroom gives full electrical control of outside floodlights and inside lights individually or altogether. From the radio may be turned on or the coffee percolator turned. When entering the home the entire house can be lighted and when retiring, all light may be turned off from the bedroom master control, which works on the order of a radio dial.

The house is under construction by Thor C. Fredericksen, general contractor for the Jack Meiselman Enterprises.



FUNNY MAN — Ben Blue's own personal brand of comedy, enhanced by some mighty pretty girls, is wowing them at the Chi Chi this week. Walter Winchell was in the audience Thursday night and laughed until he was red in the face at some of the jokes.

Burglars' Loot in Raid on Home Fixed at \$21,200

Theft of \$1,100 in cash and jewelry valued at \$21,200 was reported to police Wednesday evening by Sam Greenfield, 853 North Patencia road, with entry also being made at another house but with the thieves evidently not taking anything.

Second entry was at the Edward H. Maggard home at 455 Camino Norte, with the subjects ransacking the bedroom but leaving without disturbing articles of value.

Time of the two break-ins was about the same, from 6:30 to 10, and 8:45 to 10. Entry to the Maggard home was made by breaking a window, and at the Greenfield home by forcing open a locked door.

Plans for Drive Adopted by City

Precise street plan for South Palm Canyon drive was adopted by city council Tuesday night, following a public hearing at which no one appeared in protest.

The project will now be presented to the state highway commission for its approval as the master route for Highway 111.

State Officials Ask Whitewater River Survey

Whitewater wash flood control was included in a request to the house appropriation committee for \$200,000 for three county projects.

The request was made by C. A. Griffith of the California Water Resources board who said that a survey of the Whitewater

river at a cost of \$60,000 was vitally important.

So far, he said, the government has spent \$160,000 for flood control surveys. He said the river affects Palm Springs, Indio and the Coachella valley. He added that until the survey is completed, flood control measures will be slowed.

Griffith appeared before house and senate committees last week in Washington, D. C., to make his requests.

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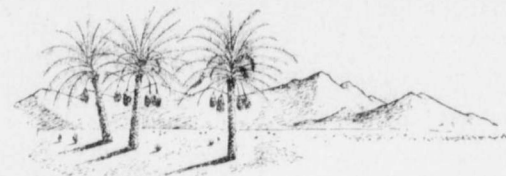
Palm Springs 8-4623

Sales Tax Permit Revoked by Council

Sales tax license of Caroline Leonetti, Inc., was revoked by council Tuesday evening, following a public hearing at which no one appeared in protest of the action.

The Desert Sun—40
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, February 22, 1954

Failure to file returns for November and December was given as the reason for the action.



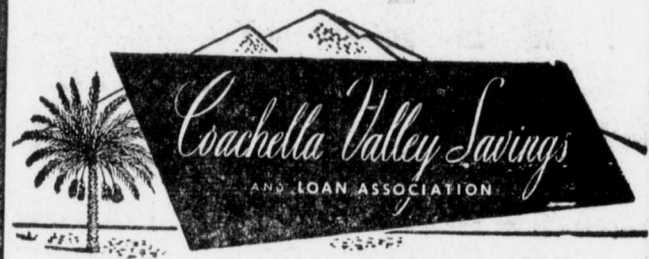
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gathered. Then the President, bareheaded and with a big smile on his face, steps out looking around and includes everyone in a "Good morning," Ted Cadman, managing director, introduces himself, and then it's my turn. Almost before I know it I have shaken the hand of one of the biggest men in the world. You don't get the same thrill catching a big trout—you don't get the same thrill out of a power dive—it's just something very big and very personal and very clean because the greatness of this man stands out instantly. It's apparent in the homely phrases that he uses—it's apparent in his genuine humility—it's apparent in his honest friendliness.

And when he has said "It's nice to know you, Mr. Allen," I know that the greatest moment of my life has just passed. The President decides that he'll change to his golf shoes right there in his car rather than cause even the smallest inconvenience to anyone. Ted Cadman shows him a trick in using a handkerchief for a shoe horn, and he has the fun of getting the President into his playing shoes. Ben Hogan arrives with his hand outstretched, and the President's first

words are, "Hello Ben," how many "o's" do you want? Paul Helms and Paul Hoffman are introduced around, and the foursome which has been arranged for days in secret, now takes shape.

BEN HOGAN WILL PLAY with the President, and Paul Helms and Paul Hoffman will be their opponents.

The President loses no time getting in his practice swings. The practice tee has been closed for security reasons. Vince has his bag ready for him on the tee. He has a well-used bag of tools, and has all the looks about it of something an ardent golfer would have—not just a Sunday golfer's equipment. He selects a 5 iron and starts to warm up and isn't too happy with the first few shots. As you look at him more closely you see that he needs this relaxation, that he is tired from his many responsibilities, and is certainly in need of our Palm Springs sun. He laughs at himself for his poor shots and talks freely with the people around him. Paul Hoffman brings Pat Martin and introduces him to the President. Ben comes to the practice tee and the foursome soon moves to the first tee. I overheard Ike saying to Paul Helms, "I have learned one thing in politics—you catch hell about the little things, but the big things take care of themselves." He was referring to small details in his golf swing. The President, of course, has the honor on the first shot, and with a few kidding remarks to the gallery, and one practice swing, he addresses the ball, takes a good, full easy swing and hits a dandy right down the middle. Because it is so early in the morning and so few people were really prepared, only a small gallery has assembled, but they are most appreciative of seeing their President hit a good golf shot. Then Ben Hogan hits and, of course, his is long and straight as usual. There is quite a bit of play among the foursome as Paul Helms steps up and hits a pretty fair ball which draws a ripple of applause from the gallery. As Paul Hoffman steps up he laughingly turns to the gallery and says, "I would appreciate hearing your applause before I shoot." This brought a laugh all around.

AFTER WAITING what I thought would be a reasonable time, allowing the foursome to get down the first fairway I made the mistake of trying to

gallery the match from a distance. Immediately I was set straight by one of the many secret service agents. So I waited until the foursome of Ben Hogan, George Allen, Lloyd Turner and Freeman Gosden had teed off. From that good safe distance back I, galleder the President with the aid of binoculars. This man plays a good solid game of golf, which is surprising considering the responsibility he has and probably how few opportunities he has to devote time to his game. He is long and straight off the tee his short game looks sure and on 2 or 3 greens, even with a somewhat unorthodox putting stance, really dropped some dandies.

As I follow along behind the President's party and watch the secret servicemen work whose responsibility it is to guard this great man's life, you get an uncomfortable feeling that you are being constantly watched. Going down No. 4 fairway, which has tamarisk trees on the north side, cars could be seen constantly patrolling on the road behind. Three of the men in the group in the President's party had golf bags in which I am sure there were no golf clubs. Their constant alertness and technique gives you the feeling that the President is in good hands.

I HURRIED in from No. 7 to the 9th green in order to catch the activity at the turn. A large group of secret servicemen carefully checked the crowd through from the club house to the green and separated them so that the press and gallery would not conflict. The President's second shot on this par 4 ninth hole was behind a palm tree, and when he laid his approach shot up to within 10 feet of the pin the gallery really went into a spin. With a big smile and a wave of his hat, he putted out. The scores of the foursome at the turn were:

Ike	42
Hogan	36
Helms	46
Hoffman	46

The crowd was in a truly holiday mood and very happy to see their President in California. He spoke to several people and was most cooperative with the press. Without even stopping for a bit of refreshment, he teed off on No. 10. The foursome, this time, took Autoette electric carts.

The day had turned warm and beautiful and the President had taken off his sweater in order to get some of the Palm Springs sunshine. The hills were in their glory, and the high mountains of San Jacinto and San Geronimo were capped with snow—truly a great day for a great guy. I let myself in for quite a thrill on the 12th green when two secret servicemen in a cart came hurriedly back from the President's foursome with a very purposeful air about them. I surely thought somebody had violated some security. It all turned out, however, that the President had merely sent word back by the agent that he would appreciate the foursome's company at lunch. This little gracious thought typifies his greatness to me.

I HAVE TO MENTION again the great protection that is given our leader. Every road was patrolled—every fairway guarded. It seemed literally impossible for anyone to get any closer to him than I was, no matter how hard they might try.

And so around the back nine our great man playing good firm golf, hitting the greens often and putting with sureness. Already you could see the lines of worry and responsibility leaving his face, and the good desert sun getting its work in. Altogether, a little less tense and strain showing itself. Paul

Helms with his great ability to turn a phrase into a bit of wit entertaining the foursome at all times, and even "Mr. Golf" himself, apparently was completely relaxed and having fun.

A big crowd was waiting on the 18th green for the foursome to come in. The secret servicemen again carefully checking everyone and controlling the crowd beautifully. The President found himself in the sand trap in his third shot, and failed to get out with his sand iron. He scratched his head and shrugged his shoulders a little and said, "I sure screwed that one up." What a real great guy to not take himself or his golf too seriously. No pedestal is too high on which to place this fine person. He did get out of the trap nicely on his next shot, and smiled at the crowd. He putted out for a very fine back nine of 44, for a total of 86. Our Ben, of course, had his two under par, which is seven over his own course record of 63, but still a great game of golf.

AND THEN into the locker room for a bit of freshening up, and back into the clubhouse for lunch. Ben Hogan had very thoughtfully had fresh cranberry juice brought in from Seattle for the President's lunch, and Milo and I certainly outdid ourselves making the luncheon plates things of beauty. All during luncheon the exits were carefully guarded and the security guards really took over. This group of men are certainly fine examples of young Americans who know their job and do it well. In addition to the President and Ben Hogan at the luncheon table were their four—some opponents, Paul Helms and Paul Hoffman, also Ben Hogan's caddy, Lloyd Turner, George Allen and Freeman Gosden. The after, as usual, an entertaining person to have around. Luncheon was leisurely and filled with interesting but light table conversation.

And then with a quick collection of security men, the President was escorted to his waiting car. He thanked Ben Hogan sincerely and warmly for his hospitality that he found at Tamarisk; complimented M. O. Anderson, our president, on the fine golf course, waved all around, stepped quickly into the waiting car and sped down the driveway.

TAMARISK, its members and its guests have had a great day. A fine gentleman, a great man, and perhaps the one person with the greatest mission of peace this world has ever known has been near us, and part of us, for a little while on the great common denominator of the golf course.

Thanks, Mr. President, for being with us—thanks Mr. President for being the great man you are—thanks Mr. President for the things you will do to make this world a little better place in which to live. Come back soon. You didn't know it, but in spite of all your security men, a pinch of desert sand has been put into your shoes!

Vagrant Golf Ball Hits Man's Head

Somebody really hooked one. Harriet Calkins, Los Angeles, told police Thursday that while she was driving up Bell-ardo road by the O'Donnell Golf club, a golf ball came zooming out of the blue, went through the left window of the car, glanced off the right door and struck her uncle, Julius Edin of Trumvew Trailer park, on the head.

The impact raised quite a bump, she reported.

Police advised Mrs. Calkins to have her uncle treated at Desert Hospital and notify the manager of the golf club.

Cravy's Upset Hawks in Final City Loop Game

Cravy's upset the Desert Nite Hawks in the final game of the season Wednesday night, 47 to 44, and handed the 29 Palms Marines the title even before they insured it themselves by defeating Village Market 70 to 60.

It was an early lead that gave the Cravy squad the win as it was outscored 23 to 17 in second half action. Scores were 15 to 10, 30 to 21 and 40 to 33.

John Wade was high-point man for the winners with 10, and Ray Roberts topped the Nite Hawks with 13.

Desert Nite Hawks—44				
	FG	FT	TP	
Jones, f	4	0	0	
Roberts, f	4	5	13	
Lucas, c	5	0	10	
Strange, c	1	2	4	
Holland, c	2	2	6	
Lewis, g	4	2	10	
Belton, g	0	1	1	
Jessie, g	0	0	0	
	16	12	44	

Cravy's—47				
	FG	FT	TP	
D. Hines, f	2	5	9	
Wade, f	3	4	10	
Terry, f	2	2	4	
Linville, f	2	0	4	
Durand, c	3	2	8	
Holland, c	2	2	6	
W. Hines, g	2	0	4	
Smith, g	1	2	4	
	16	15	47	

Score by quarters: Nite Hawks—10 11 12 11 44; Cravy's—15 13 10 7 47.

Harlem Tops Trim Stars in Fast Game

The Harlem Tops were impressive in defeating the Desert Nite Hawks and City League All Stars 72 to 65 before a good crowd Friday night in the high school gym.

The Harlem Tops led all the way, after taking a 22 to 15 lead at the quarter. Halftime score was 41 to 34, and after three periods the count was 61 to 51.

Jim Savage, Tops center, was high point man with 26, and Wilfred Lucas topped the local cagers with 12.

This was the last exhibition game of the year, and the fourth played for the benefit of the High School Scholarship Fund under the sponsorship of the City Recreation department.

Nite Hawks—53				
	FG	FT	TP	
Lucas, f	5	2	12	
D. Hines, f	2	1	5	
Smith, f	2	0	4	
Shepherd, f	3	0	6	
Roberts, f	1	0	6	
Jessie, c	2	1	5	
Williams, c	1	0	2	
Holland, c	3	1	7	
Lewis, g	0	0	0	
Naughton, g	4	2	10	
Adams, g	3	1	7	
	29	8	67	

Harlem Tops—72				
	FG	FT	TP	
Goodman, f	7	1	13	
Owens, f	7	2	16	
Savage, c	12	2	25	
Goodman, g	4	0	8	
Peters, g	3	1	7	
	33	6	72	

Score by quarters: Nite Hawks—15 19 17 14—65; Harlem Tops—22 19 20 11—72.

CITY RECREATION LEAGUE				
	W	L	TP	OP
29 Palms Marines	12	2	324	337
Desert Nite Hawks	11	4	677	580
Banning	10	5	740	624
Cravy's	6	9	623	658
Village Market	3	12	332	762
Mhoon-Mhoon	13	13	556	636

Scores Wednesday
29 Palms Marines 70, Village Market 60
Cravy's 47, Desert Nite Hawks 44

Play-off schedule
Monday, February 22
Mhoon-Mhoon vs. Marines
Cravy's vs. Banning

Tuesday, February 23
Village Market vs. Desert Nite Hawks

Wednesday, February 24
Mhoon-Mhoon vs. Marines
Cravy's vs. Banning

Marines Defeat Village Market in Last Quarter

The 29 Palms Marines proved true champions Wednesday night by rallying in last quarter play to win their final game of the regular season from Village Market, 70 to 60.

The score was tied at 50-all after the first three periods. The Marines had led 15 to 10 after the quarter and 35 to 25 at halftime, with Village Market coming through with 25 points in the third quarter to pull up to a tie.

Ted Boone of Village Market took game honors with 23 points. High man for the Marines was Douett with 16 points.

Marines—70				
	FG	FT	TP	
Douett, f	7	2	16	
Gohrecht, f	6	2	14	
Wysinger, f	3	1	2	
Mason, c	3	1	2	
Quinn, g	1	0	2	
Prentice, g	0	0	0	
Woodrich, g	2	0	0	
Pierce, c	4	0	8	
Lampy, g	7	0	16	
	32	6	70	

Village Market—60				
	FG	FT	TP	
McMahon, f	9	0	9	
Rayfield, f	4	0	8	
Watkins, f	4	1	9	
Henson, c	4	1	3	
Boone, g	8	7	23	
Seigel, g	6	1	17	
	25	10	60	

Score by quarters: Marines—15 20 15 20—70; Village Market—10 15 20 15—60.

City Recreation League Play-Offs Start Tonight

City Recreation League play-offs start tonight, Monday, with Mhoon and Mhoon meeting the 29 Palms Marines at 7:30 p. m., and Cravy's playing Banning at 8:30. Both games will be in the high school gymnasium.

On Tuesday night, Village Market will meet the Desert Nite Hawks, and on Wednesday

the same schedule as Monday is repeated. First round will be a two-out-of-three elimination, with the three winners drawing to see which team goes directly into the finals. The other two will play a "sudden death" game. The championship round will be a two-out-of-three game decision. The public is invited to attend the play-off games.

Hawks, Marines Share in Honors

Desert Nite Hawks and the 29 Palms Marine cagers share honors in City Recreation League basketball play this season, with the former winning the city honors and the latter the over-all championship.

The Marines ended the season with a 12-2 record, while the Nite Hawks had an 11-4 mark. Both teams will be presented with trophies on the final night of the play-offs.

The Desert Sun—50
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, February 22, 1954

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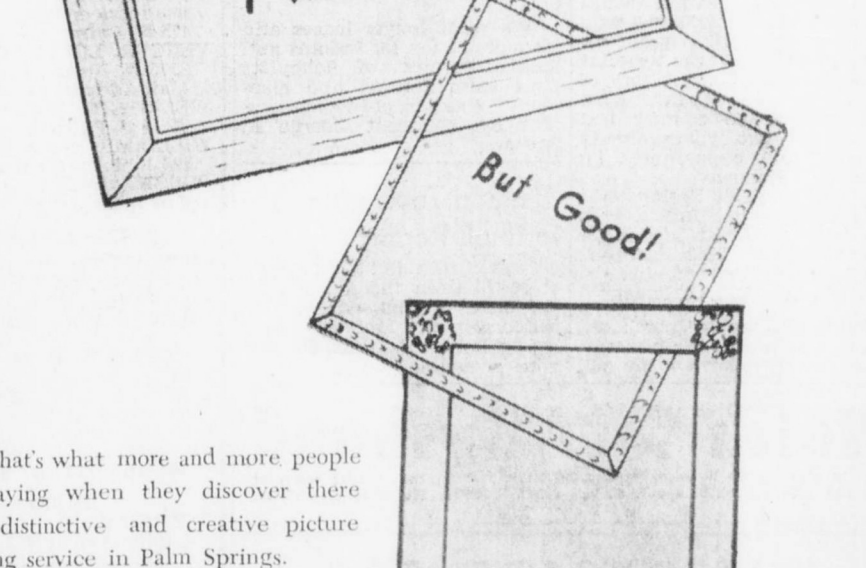
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SOLOIST — Ruth Harvey, talented soprano, who will be heard in the Civic Chorus presentation of "Elijah" tonight.

Civic Chorus to be Heard in "Elijah" this Evening

This evening Palm Springs Civic Chorus, under the direction of Harry Tomlinson, will once again bring to the Desert Area a brilliant performance of Mendelssohn's "Elijah." This event is scheduled for 8:15 p. m. at the Palm Springs Recreation Center, North Indian avenue and Radio road. Last Spring local audiences were delighted with the Chorus' performance of this great oratorio when it was given at the Jewish Community Center. Choice of the new location for its concerts recently has been directed by the ever-increasing audiences which this remarkable local group has attracted.

The Palm Springs Civic Chorus is a local product to which Villagers can look with pride. Its progress is watched and applauded by a greater number of music-lovers with each performance. The repertoire of this group is most distinguished, including Handel's "Messiah," the "Elijah" and the great Brahms "German Requiem." Later this Spring the Chorus will present an all-Bach program.

ALEX HAMMOND, well-known to desert dwellers, will sing the baritone role of Elijah, a role in which he proved himself last Spring. Other soloists will be Leon Bennett, tenor; Evelyn Spikre, soprano; and Reba Mason, contralto. All of these singers have been heard here previously. A newcomer to Palm Springs and the Civic Chorus is Miss Ruth Harvey, who will also appear as a soloist tonight. She got her musical start at the age of 17 in her native state of Vermont, and has continued by financing her study with various jobs ranging from civilian truck driver with the AAF to New York fashion model. After winning two prizes in the Vermont State Vocal contest, she went as a scholarship student to the Eastman School of Music in Rochester, New York. In this city she appeared as soloist with the Eastman-Rochester Symphony under the direction of Howard Hansen. She continued her studies in New York, and gave a recital there in 1950. In 1951 she won the coveted Fulbright grant for study in Italy and was a special student at the Conservatory of St. Cecilia in Rome. She returned to this country last July after two years abroad making solo appearances in Rome and Florence.

She is in Palm Springs this year visiting her father, who has been a Winter visitor for several seasons. Miss Harvey is a lyric soprano and will sing the famous aria "Hear Ye, Israel."

TICKETS may be purchased at the door before the performance. Season ticket holders will

be given reserved seats, and a special section will be reserved for sponsors and patrons. The Palm Springs Civic Chorus is a non-profit organization, and is a part of the Adult Education program of the Palm Springs Unified School district. It is open to anyone who is qualified. Rehearsals are held each Monday and Thursday evening at 7:30 at the Frances Stevens school. Next week rehearsals will begin for the April Bach concert. All those wishing to sing in this concert are requested to appear for the first rehearsal at the Frances Stevens school Monday, March 1.

Ask Legislation to Protect Indian Land Lessees

Landowners and lessees of Palm Springs Indian land appeared at city council meeting last week and urged the city body to enact legislation to protect owners of buildings on the land and also to aid the Indians to receive more occupants of the land.

The request, made by Bell B. Hager, vice president, was answered by Mayor Florian Boyd, who pointed out that the city has no power to enact such legislation but that the request could be made to Congress which soon will consider laws to eliminate federal control of Indians.

Mayor Boyd invited the group to be represented at a meeting planned between the city and Indians, to discuss the bill.

Landowners and lessees last week sent a telegram to Joseph R. Gary, president of the National Congress of American Indians, in Washington, D. C., asking him to support their campaign against the proposed bills.

"We want longer leases and more protection for Indians and lessees. Beware of lobbyists from Palm Springs and elsewhere," was part of the message sent by President George A. Prosser.

Film and Tools go to Thief, Report

Theft of film and tools valued at \$46.75 from the glove compartment of his car was reported to police Monday morning by Robert E. Nims, 669 Camino Barcelona.

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The Desert Sun—60 and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Monday, February 22, 1954

Grone Installed as President of Wednesday Club

Max Grone was installed as president of the Wednesday Nite club at the Chi Chi Wednesday evening before a packed house. The Hon. William Friedman of New York City was the installing officer.

After the ceremony and dinner the group adjourned to the Starlite Room to see the floor show and dance.

Besides Grone, officers installed were Dr. Charles Baldwin, first vice president; Morton Weissman, second vice president; Irwin Coulton, treasurer; Sam Goldberg, secretary.

On the Job

Local Banks to be Open Today

For the first time in many years, local banks will remain open today, Washington's birthday. The day has been designated as an "optional holiday" for banks and because of the Saturday closing law, the banks will remain open.

The usual banking hours will prevail today at Bank of America and the Desert Bank.

Great Books Seminar Slated Wednesday

Great Books Seminar will hold its regular meeting at 8 p.m. Wednesday, at the Wood Murray Memorial Library, with Dr. and Mrs. Perry Stone as discussion leaders.

Book to be discussed is "Culiver's Travels."

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With Hildy Crawford

Week in Review: Always good copy, Palm Springs this week came into its own publicity-wise . . . making the whole country Palm Springs conscious . . . for most of the lead stories on the front pages of most of the country's newspapers . . . were date lined Palm Springs . . .

From the time it was announced that the President would vacation here . . . attention was focused on Palm Springs . . . and a battery of the nation's top newsmen, columnists and photographers continue to build up interest in . . . this foremost desert resort . . .

There's seldom a time that there aren't a few celebrities in the Village . . . but this time we hit the jackpot . . . and they poured in like shining coins pour out of a slot machine (if anyone remembers what that's like) . . .

Big Moment

Peak moment was the arrival of the Columbine at the Palm Springs airport . . . and the "God-Bless-America" thrill as the President and his Lady descended from the plane . . . to receive a restrained but warm-hearted welcome . . .

Something the metropolitan press didn't tell you . . . because they didn't know it . . . the man in the cowboy costume who sneaked under the ropes . . . and snapped a picture of the President . . . before he was seized by the secret service men and tossed out . . . was Conky, of course . . . What they didn't know is that Conky shows up everywhere with that polaroid camera of his . . . and photographs everyone . . . As he was being thrown out Conky exclaimed "I got it" . . . and I'll bet he did, too . . .

Another one they missed . . . they wrote about the girl in the white cowboy hat, who was there to watch the plane arrive . . . That's a little anonymous for a girl all America knows and loves . . . Betty Hutton . . .

Sun Dresses

Most excited gal in Palm Springs Friday was Mabel Russell of Lanz Palm Springs shop . . . She had sent Mrs. Eisenhower a charming pink and white striped, strapless sun dress as a gift . . . and evidently the First Lady was enchanted with it . . . for she sent her social secretary Mary Jane McCaffrey in to buy six other models . . . and all strapless sun dresses . . . Mrs. McCaffrey told me that Mrs. Eisenhower was wishing she could go . . . on a shopping tour of Palm Springs shops . . . I inquired what kind of a wardrobe she had brought for her vacation here . . . and Mrs. McCaffrey said it was a very simple one . . . with a few cottons . . .

Mrs. Florian Boyd, wife of our Mayor, sent a bouquet to Mrs. Eisenhower . . . on behalf of all the women of Palm Springs . . . The bouquet of Spring flowers, in a red, white and blue motif, was made up of white tulips, blue iris, Rosy Elsie's, with violets around the base . . . The note read . . . "This is our welcome to Palm Springs since we know you came here for rest and quiet" . . .

I was privileged to attend the press conference at Smoke Tree . . . and saw the President signing the relief bills . . . He is looking wonderfully well, rested looking and with a good color . . . We were all interested to see that he was wearing a Western tie with the Smoke Tree brand on it . . .

Sharing honors for top interest, after the President, were . . . Governor Goodwin Knight, who paid his first visit to Palm Springs as Governor . . . Ambassador James Kemper (home from Brazil for a brief visit) . . . Betty Hutton . . . Walter Winchell . . .

The Governor spoke briefly but interestingly, at the March of Dimes luncheon . . . and at length at the Governor's Brunch in the Starlite patio . . . He was at his most fascinating at the Walter Winchell party though . . . when he sat down on the floor (the Starlite patio is irradiated) with other guests . . .

Gourmets Stag Dinner This Evening

A typical American dinner is on the menu for tonight when around 45 members of the Beverly Hills Wine and Food Society dine at the Racquet Club.

The members of their gourmet club will gather at Lockwood airport shortly after noon and fly to Palm Springs in Samuel Mosher and Russ Havenstrite's plane, lunching en route.

Upon arrival they will go to the Nate Milnor home and following cocktails will move on to the Racquet Club for the strictly stag affair.

Co-hosts will be Robert M. Hixon and Allen Chase. Among the members planning to attend are Paul Helms, Paul Hoffman, Harold Jans, Antonio Moreno, Reese Milner, Art Linkletter, Jean Hersholt, Hernando Court-right.

Head Chef James Raxton and the Racquet Club kitchen crew will prepare the following menu: Chesapeake Bay Blue Oysters on the half shell; Aisle Royale Fennel Haddie fume des gourmets, Longueotte of Eastern Prime Sirloin of Beef Chasseur, Fresh Asparagus Hollandaise, Kentucky Limestone Bib lettuce with Mignonette dressing, Alaska pancake and demi-tasse.

The club diningroom will be closed to the public for the evening, with the Snack Bar in operation in the Garden Room.

Relatives of Helms Among Visitors Here

Among guests of L'Horizon this past week end were the children and grand children of Mr. and Mrs. Paul Helms, who were entertaining President and Mrs. Eisenhower.

They were Mr. and Mrs. Paul Helms, Jr., and children. Other weekend guests were Alphonso and Betty Bell, Mr. and Mrs. John Hastings, Dr. and Mrs. John Sharpe of Los Angeles, Bill and Ann Pfau of Pasadena, and Mrs. Marjorie Benedict of Oakland.

Mrs. Benedict is the Republican National Committeewoman for California, and was the only woman in the official party of 11 that greeted the Presidential party at the Palm Springs airport Wednesday night.

so is Palm Springs when you compare it to other resort towns. He commented "Hildy shot the verbal works there, but she has a point." It's wonderful publicity for Palm Springs . . . and, as for me, I'm flattered . . . Quotes are wonderful . . . when you get credit . . .

The Palm Springs Shrine Club will meet at The Tennis Club Tuesday, February 23, for cocktails from seven to eight and dinner at eight. Dress will be informal. Shriners and their wives are all invited.



(Photo by HUG) **BUSY DAYS** — El Mirador, official headquarters for President Eisenhower's party, has been a busy place this past week, and overrun with newspaper men, photographers and celebrities. This picture was taken by El Mirador pool. On the left is columnist Walter Winchell, Betty Hutton, Governor Goodwin Knight and his host, Ed Houghton of El Mirador.

March of Dimes Benefit Raises \$1500 for Polio Fund

Almost six hundred women and a few men, including the Governor of the State of California, filled the diningroom at El Mirador Thursday afternoon for the March of Dimes benefit luncheon, which raised over \$1,500 for the Polio Foundation fund.

Governor Knight, as State chairman for the March of Dimes, expressed his gratitude for all that is being done to assist in the fight against polio. "Within your lifetime and mine," he said, "we will conquer this frightful thing . . . and we'll do it through the money you help raise."

The Governor emphasized that the money raised for the March of Dimes will not only finance treatment and help for those afflicted but will aid in research. Mrs. Ernest Pagano commented the show which presented clothes from Lillian Agar shop, Mary Helen shop, and Waltah Clarke's Hawaiian shop, and Pat Barbara's orchestra donated their services for the benefit affair. Fulton Burleigh sang, Edward Everett Horton acted as auctioneer to sell a handsome brocade evening coat donated by Lillian Agar. The garment was sold to the highest bidder, Ray Ryan, and raised \$300 for the fund.

Youngsters, modeling clothes from Mary Helen shop, opened the fascinating show which included styles for "Toddlers to Grandmothers." Carol Poliak and Johnny Purcell walked out hand in hand. Carol looked like a "candy cane doll" in a red and white striped polished cotton dress, with organdy pina-

fore and wearing a white straw bonnet which had a matching handbag. Johnny wore a rayon linen suit, a navy and white combination with a boyish white linen cap. Sally and Beth Stevens modeled sister dresses of black and white organdy, while Mary Jo and Nan Stevens wore squaw dresses from Prissy Missy.

The children also modeled swim suits and play suits.

Some of the most colorful costumes in the show came from

Waltah Clarke's Hawaiian shop which is located by the El Mirador pool. One very interesting one showed the coolie influence in hat and in the shirt-tail blouse and matador pants.

The Lillian Agar collection was a large one and ranged from completely casual and wearable frocks to entrancing formal gowns.

One particularly attractive gown, worn by Barbara Foster was of black net trimmed with rickrack and claiming a velvet

be it. Taylor Dunlevie was striking in a rose beige lace over taffeta, with a flattering and feminine look, and Jane Wade was stunning in a powder blue gown.

Mrs. B. H. Poliak, general chairman, thanked her committee and all who assisted in making the luncheon an outstanding success, both financially and socially, and the merchants who donated prizes. Committee chairmen included Mesdames George Ripley, Ar-

Desert Inn Celebrates Anniversary

The dignified and beautiful diningroom of the Desert Inn was well-filled with diners Saturday night as Palm Springs' first hotel celebrated its forty-fifth anniversary.

Flowers, music and entertainment marked the fitting ceremony, with Earl Coffman and George Roberson, sons of the late and beloved Mrs. Nellie Coffman who founded the Inn, acting as hosts.

In addition to advance reservations already listed Mr. and Mrs. Charles W. Jinnette of Detroit were hosts at a table including Mrs. William H. Roberts, Mrs. J. B. Webb, both of Detroit, Mr. and Mrs. Laurence V. Britt, of Grosse Point, Michigan, he is chairman of the Burroughs Adding Machine company and they are spending the Winter in the desert. Miss Teresa M. Fields of Los Angeles and Palm Springs, and Mrs. Forrest Taylor of New York and Palm Springs.

Mr. and Mrs. Tom Kieley had as their guests Messrs. and Mesdames Joe Henderson, Earl Hough, Harold West, of Palm Springs and Mr. and Mrs. Homer Martin of Beverly Hills.

The Barney Padways of Beverly Hills and Palm Springs were hosts to Mr. and Mrs. Earle G. Lloyd of San Francisco, Mr. and Mrs. George R. Nelson, also of San Francisco who are the houseguests of the Lloyds.

Mr. and Mrs. Herbert Samson of Palm Springs entertained the Toby Curtis' of Palm Springs.

Mr. and Mrs. John Mulholland had at their table Messrs. and Mesdames Stanley Whitworth of Pasadena, Art LeBeau of Long View, Washington, and D. B. Carlin of Long Beach.

Mr. and Mrs. Robert McKenzie, John McCoy, Frank Chalfont and Joe Gamble.

Merchants donating prizes included Andrea of Palm Springs, Leo's Cantina, Beebe's, Palm Springs Music, Mary Helen Teen shop, Matthews, and the Racquet Club shop.

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'Blind Alley' This Week at Playhouse

A psychological thriller "Blind Alley" will open at the Palm Springs Playhouse on Tuesday night, February 23.

The plot concerns a gangster, who is Number 1 on the F.B.I.'s list of wanted men, and his moll. Fleeing from pursuit, they take refuge in the home of a professor of psychology, and become case studies.

This exciting play, which has not been presented much in recent years, affords a change of pace for the Playhouse cast, following Edward Everett Horton in "Springtime for Henry" and a series of comedies.

Tim O'Connor is cast in the role of the gangster and pretty, little Mary Fosskett as the gangster's moll. Barnard Hughes and Helen Stenborg play the roles of the professor and his wife.

The large cast also includes Phyllis Flax, Ed Matousek, George Waggoner and Peter Flax.

Director Michael Ferrall said that this play had a very good audience reaction last summer at Highland Park.

Preceding the theater, First Nighters will gather at Deep Well Inn for 6:15 a.m. dinner, with Mrs. John Lapp as hostess. These dinners are open to the public but reservations should be made by calling the Playhouse Guild headquarters, 2421, or Mrs. Lapp, 6911, or Mrs. John Luccareni, 5758.

Ohioans Here for Ten Days

Mr. and Mrs. Harry W. Clatworthy of 1123 San Lorenzo road have as their houseguests for ten days their son and daughter-in-law, Dr. and Mrs. H. W. Clatworthy of Columbus, Ohio, and Mr. and Mrs. Gerald Ferrari of San Francisco.

Dr. Clatworthy has just completed a lecture tour and is enjoying a rest in Palm Springs with his family.

Social-Club Calendar

(Clubs and organizations are invited to send in meeting dates for listing.)

February 22
St. Theresa Mothers club card party at Biltmore, 8 p. m.
Air Force Reserve Unit, P. S. high school, 7:30 p. m.

February 23
Soroptimists, Chi Chi, 12:15 p. m.
Kiwanis, El Mirador, noon.
St. Paul's Guild, at Mrs. Channing Well's home, Smoke Tree Ranch, 12:30 p. m.
First Nighter's Dinner, Deep Well, 6:15 p. m.
Palm Springs Shrine Club, The Tennis Club, cocktails at 7 p. m., dinner, 8 p. m.

February 24
Rotary, Tennis Club, 12:10 p. m.
Rotary Anns, Tennis Club, 12:10 p. m.
Delphian Society, St. Paul's parish house, 10 a. m.

February 25
Lion's Club, Chi Chi, noon.
Ben Reig Fashion Show dinner, The Tennis Club.

February 26
City of Hope dinner, Racquet Club.

Visitors from the Northwest Hold Picnic

One hundred and thirty seven vacationing Washingtonians and former residents attended the second annual Bremerton-Kitsap County Picnic at Rancho Rainbow, Whitewater Canyon last week.

Community singing, accordion playing and potluck lunch were enjoyed by friends from Arizona and many parts of California.

Committee for next year's meeting consists of Rudy Campbell II, Charley White, C. Jack Jones and Mrs. George Tappe. The picnic will be held on February 12 of each year.



(Photo by HUG)
PLAYING COWBOY — Eddie and Hank Hoban, sons of the Edward F. Hobans of Chicago, really went Western for their stay at El Mirador. They are pictured here in the Kiva Room and their "steed" is that \$15,000 saddle of Ray Rayan.

Delphian Topic Will be Latin American Mind

The "Latin American Mind," with Mrs. Paul Travers as moderator will be the topic when the Delphian Society has its discussion meeting at St. Paul's parish house Wednesday, February 24, 10 a. m.

Mrs. William Aiken, president, will preside at the business meeting. All members are included and visiting Delphians are cordially invited.

Thirty Seven at Rotary Anns Weekly Luncheon

Last Wednesday's meeting of the Palm Springs Rotary Anns was the largest meeting this year, with thirty seven attending. These luncheons are held in the Venetian Room at the Tennis Club and are for the entertainment of the Rotarians' wives. This plan seems to be unique with this city as the two meetings take place at the same place and at the same hour, but in separate rooms.

Mrs. Duane Staehler and Mrs. Howard Jay are co-hostesses. Attending last Wednesday were: Mrs. W. S. Rosenberry of Spokane, Mrs. O. W. Edmonds of Cour d'Alene, Idaho; Mrs. E. S. Lurie of Springfield, Mrs. George S. Bralley of Des Moines, Mrs. M. L. Muncy of Los Angeles, Mrs. W. J. Lyons of Portland, Mrs. Sam Schloss of Des Moines, Mrs. R. W. Howell of Stockton, Mr. Arthur Rickhut of Klamath Falls, Mrs. Ralph H. Coe of Winner, South Dakota; Mrs. Gladys Brusegaard of Mount Vernon, Washington; Mrs. K. B. McCarthy of Eureka, Mrs. Donald K. Weaver of Seattle, Mrs. Karl H. Kaye of Lodi, Mrs. Claire F. Nelson of San Diego, Mrs. J. P. Harms, Eugene, Mrs. W. S. Chisholm of Vallejo, Mrs. P. H. Rominger and daughter Judy of Des Moines, Mrs. Edith Draham, Mrs. James Draham, and Mrs. Joe E. Peters, all of Olympia, Mrs. C. K. Warrens of Portland.

Mrs. J. M. McClelland of Long View, Washington, Mrs. J. M. Bamberger of Salt Lake City, Mrs. H. K. Landrom of Merced, Local Rotary Anns were Mesdames Stanley Whitworth, Harrison Leussler, N. C. Hampton, Carl Lykken, Earle Strebe, Frank Camp.

Dr. John W. Green of Los Angeles (president of the California State Medical Association), spent Wednesday and Thursday here as the houseguest of his long-time friend and former classmate, Dr. Alfred Strauss of 909 Patencio Road.



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Bambergers Entertain at Cocktails

Mr. and Mrs. Julian Bamberger were hosts at a delightful cocktail party in the Venetian Room at the Tennis Club on Saturday evening.

Pink carnations and pink tapers adorned the elegantly appointed canape table.

The guest list included Messrs. and Mesdames Fred Custer, Edgar Bering of Salt Lake City, Edward Maggard, Thomas Fleming, William Malouir, Kenneth Kirk, John McClure, Edwin Fallgren, George Simmonds of Chicago, John Costello, Marty Samuelson of Los Angeles, Crook Watley of Burlingame, John Knaston, Frank Bogert, Bob Wasson, Lee Bering, Dr. and Mrs. Guy Pontius of Chicago, Mrs. Walter McManus, Harold Hicks and Ken Herman.

Red, White and Blue Motif for Luncheon Party

Tiny flags and red carnations massed with white stock decorated the luncheon tables at the Tennis Club Friday for the luncheon given by Mrs. Henry S. Reid.

About fifty guests, mostly Smoke Tree residents, attended the delightful luncheon and remained to spend the afternoon playing bridge and canasta.

The Desert Sun—2b
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, February 22, 1954

Ambassador and Daughters Have Lunch Together

It was a family group that gathered at Hotel the Oasis Sunday noon when Ambassador James Kemper had luncheon with his daughters and their families.

In the group were Mrs. A. Stuart Johnston and three children of Sonoma and Rev. and Mrs. Menter B. Terrill and son of McKinney, Texas.

Style Show is Guild Benefit

A fashion show to be staged Monday evening, March 1, at the home of Mrs. Charles Dant, at 210 El Camino Way, will be a benefit for St. Paul's Guild. This will be a dessert party starting at 7:30 p.m.

Fashions for both men and women will be presented by "Tweeds and Weeds." Besides fashions and materials, some of the antiques that lend atmosphere and decoration to that shop will be shown. Mrs. Henry Greely is in charge of the show.

The public is invited to attend.

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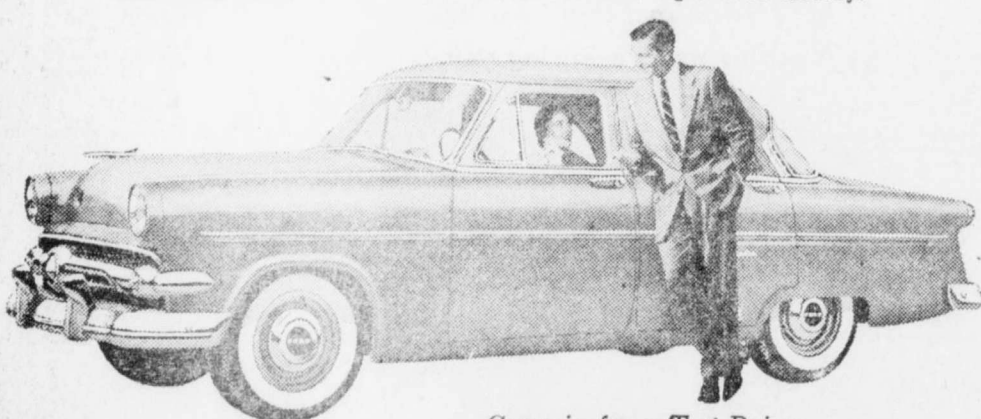
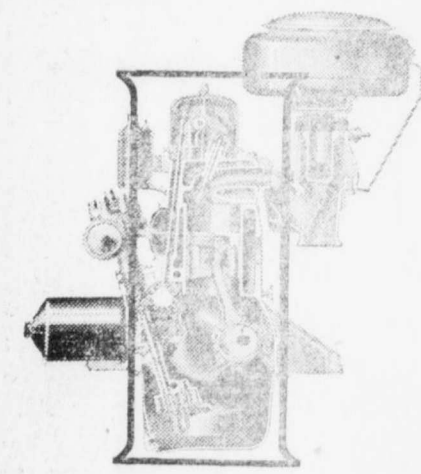
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(Photo by HUG)
VISIT HERE — J. Lowell and Susie Oakes of North Bay road, Miami Beach, are shown chatting with Ray Ryan at El Mirador's Sunday Brunch, during their fortnight's stay at the

luxury hotel. Mrs. Oakes is the granddaughter of the late John Beggs, Milwaukee millionaire, and the St. Louis Car company heiress.



(Anderson Photo)
GLAMOUR GRANDPA — Allan Jones, singing star, is shown at the Racquet Club dancing with his daughter, Mrs. Chick Parnell. Jones is one of the country's youngest and handsomest grandfathers.

Varied Program Presented for Toastmistress

The Palm Springs Toastmistress Club enjoyed a most varied program at its regular meeting Wednesday, at the parish house of St. Paul's in the Desert.

Mrs. Claude Yerkes was Toastmistress of the evening. Her speakers were Mrs. Warner Moon, who told the group "How to Make a Million Dollars" reciting inventions of the hair-pin, paper clip and many others; Mrs. George Ritter planted her Spring Garden Bringing Beauty into Our Lives by sowing seeds of Morning Smiles, Human Kindness, Complete Confidence and Positive Thinking.

Mr. Warner S. Moon, Toastmaster, was guest speaker of the evening and spoke on "Communism versus Democracy."

Mrs. Richard Churchwell introduced topics of funny stories and experiences in which all attending participated.

Guests were Mrs. Herbert Hass and Mrs. Clarence Smith. Volunteers from Toastmistress to complete a panel discussion for the County-wide clean-up campaign with the Toastmaster Club are Mrs. Clarence Brechlin and Mrs. Richard Churchwell.

Tennis Tourney is Benefit for St. Theresa's

The World's Championship Professional Tennis Tournament to be played on the Tennis Club courts February 27, 28 will be a benefit for St. Theresa Catholic school.

San Taylor and Lee Bering say that the tournament will present the top names in pro tennis and will be the big tennis event of the season.

They advise getting tickets early as advance demand has been heavy.

Victor Fennell, a medical student at Stanford is the guest of his grandmother Mrs. Nora Ssgate of 500 East Amado road.

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Earl Chamberlain

Kolitsch to Appear in Club Concert

Professor Vlado Kolitsch, violinist, will present unusual music in a recital at the Palm Springs Woman's clubhouse, Thursday, February 25, 8 p. m. The program will consist of "Ciaccona" by Vitali, "Seguidilla Espanola" by Joaquin Nin, "Rumanian Dances" by Bela Bartok, and "Yugoslav Dances" arranged for the violin and piano by Professor Kolitsch. Gerhard Albersheim, Professor of Music at U.C.L.A., will be the accompanist at the piano.

The group of Yugoslav songs and dances are based on the original Croatian, Serbian and Slovenian themes and will be preceded by a short descriptive lecture.

Professor Kolitsch was born in Zagreb, Yugoslavia and became an American citizen in 1937. He is the founder of the American School of Violin Playing and is well known for his concerts in Europe and America. Last year he moved his studio from New York to Palm Springs and has made many appearances before civic and church groups.

Vancouverites are Here for Month's Stay

Mr. and Mrs. Leon Koerner (he's president of the Alaskan Pine and Cellulose company), are down from Vancouver, British Columbia for a month's stay at the Biltmore.

The Koerners, with their guest of a few days, Mr. Jeff Andrews, vice president of the University of Vancouver, celebrated their thirty-second wedding anniversary this week. Mr. Andrews is on a lecture tour of southern California.

The Desert Sun—3¢ and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Monday, February 22, 1954

Society



(Paul Postel photo)
POOLSIDE — Mr. and Mrs. Paul Kunikoff, shown above, are from Milwaukee, so should know what's best pleasure-wise. Their Palm Springs vacation choice was Bob and Andrea Howard's popular hotel, the Howard Manor, where they are absorbing some poolside relaxation.

Newspapermen at Holiday House

Visiting newspapermen at the Holiday House this week include the Holton Davenport of Sioux Falls, South Dakota and Mr. and Mrs. Berne Jacobsen of Seattle. Mr. Davenport owns the Daily Argus Leader which is the largest newspaper for the size of its city in South Dakota. Mr. Jacobsen is the editor of Seattle Post Intelligencer.

Other guests are Mr. and Mrs. Tracy Fowler, Evanston, Illinois, (executive of the Walgreen Drug company) and Mr. and Mrs. John Campbell, president of Malto Meal company of Minneapolis. Mr. and Mrs. Alfred Dacchini of San Francisco, and Dr. and Mrs. Carl H. Phetteplace of Eugene, Oregon.

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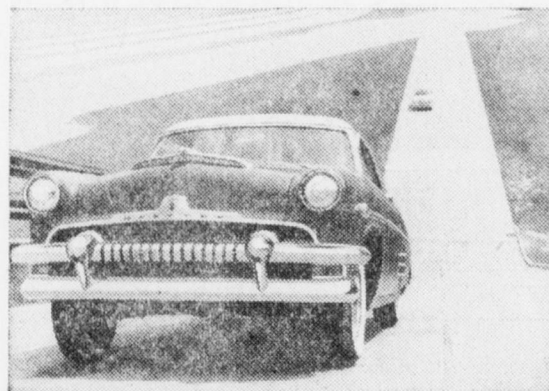
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The PUBLISHER'S Corner by OLIVER B. JAYNES

(Today Walter Winchell, famed columnist, takes over the Publisher's Corner. Below is his column on Palm Springs, entitled "A Stranger in Paradise", unabridged and untouched. Editor's Note.)

By Walter Winchell

PALM SPRINGS, CAL. The last time this reporter covered a Presidential event (besides the Inaugural for Ike) was at Miami (Florida), in 1933 when Zangara shot at FDR and hit Mayor Cermak of Chicago. . . . Roosevelt was making a speech in Bayfront Park when the assassin struck. . . . We were in Beverly Hills last Tuesday when we decided to fly with Howard Hughes (in 24 minutes) to this desert paradise, where President Eisenhower and his family are holidaying. . . . Three things decided our coming here.

(1): To see Governor Goodwin Knight, who headed the reception line welcoming the Commander-in-Chief. We hoped to discuss with his Excellency the death sentence of Wesley Wells, sentenced to die April 9th. . . . (2): To report a matter concerning a White Houseer to Jim Hagerty, who assured us the rumors were baseless and that the man had a "Q" clearance, meaning the very highest, and (3): Since we were in Hollywood—so close to Palm Springs—we wanted to be where anything could happen to the most important man in the world.

As the President's plane gracefully came down in the moonlight we realized how simple it would be for a crackpot (in the crowd) to create a disturbance. The security measures were ample of course, and in the excitement and general confusion everybody appeared to be thrilled over the distinguished visitors. . . . They were busy looking at Ike, his wife and her mother. . . . We caught Mrs. E's eye. . . . She giggled at our cowboy get-up.

We knew two weeks ago the President would fly here. "This is a secret," this reporter was cautioned. "We are going to a place we have never been to—in the Southern California desert for only 5 days. It includes Washington's birthday." . . . We wondered where the Eisenhowers were going. . . . We suspected somewhere near Ben Hogan. . . . When the news broke and the stories said the host would be Paul Hoffman, bakery millionaire Paul H. Helms (in whose home the Eisenhowers are dwelling) phoned the Los Angeles papers and said: "You have it wrong. It's at my house."

Early reports said that Secret Service men had been "casing" the Palm Springs area for "three months." This couldn't be true since Mr. Helms invited the Eisenhowers only three weeks ago during one of the President's stag dinners for the Nation's "brains."

The President loves to fly but his wife doesn't. . . . Especially on short visits such as this one. . . . Flying wearies her. . . . She doesn't mind it so much if the visit is for two weeks when she can rest. . . . But flying twice in less than a week is for the birds, if you ask the lovely Mamie. . . . Intimates suggested to the President that he paint horses to get away from his studies of people. . . . "I've tried horses," he told a friend, "I'm just not good at horses." . . . Life sent Ernie Haverman to cover the Palm Springs story but sent no photographer. . . . Ike will love the golf here at Tamarisk and Thunderbird. The harder turf sends a ball farther than at Augusta.

As Pico, the El Mirador crayonist, witnessed the excitement he observed with a sigh: "It must be tough being a President. All those newspaper reporters and cameramen. Just like a movie star!"

Ike's dead-ringer lookalike is in town. . . . He is a New Yorker. . . . An independent movie maker named Chester Miller. . . . Same balding pate, height and grin. . . . The accommodation situation is like this: Even the brother of the Shah of Persia couldn't get a room. . . . Movie stars here include the William Powells, Bill Holden and Betty Hutton. . . . Betty will sing at the cocktail party planned for Hagerty (and the entire press corps), the only entertainer. . . . Near the airport there were several bonfires. . . . Natives tell you: "They are Indian ceremonial fires honoring the President!" . . . Actually they are burning garbage dumps.

The sheriff is Joe Rice, an FBI man for 10 years. . . . The limousine carrying Ambassador Jim Kemper (he has a home here) had a sticker on its windshield: "I still like Ike!" . . . The Ambassador to Brazil is a Chicago insurance man. . . . On the way to the airport he told this one. . . . In Rio a Brazilian went to his doctor for an examination. . . . "How much whisky do you drink?" asked the Medico. . . . "About four or five drinks a day." . . . "How much coffee?" . . . "From 20 to 25 cups." . . . "Doesn't it keep you awake?" . . . "Not always, but it helps!"

One of the cowboys to welcome the guests was Jim H. Morton, a New Yorker! . . . Lives at 77th and Park Avenue. . . . He is a realtor here. . . . The expert putter (besides Mr. Hogan) is George Lowe. . . . He just doesn't miss when we take him on for two bits the cup. . . . We were telling a dice story to Gov. Knight. . . . "Know anything about dice-shooting?" we inquired. . . . "Only," was the snapper, "that it's illegal!" . . . We encountered the Runyon Cancer Fund's original Santa Claus, Ray Maloney of Chicago. . . . His efforts (with Dave Gottlieb of Chicago) gave the fund \$270,000 in one chunk when the fund was a baby. . . . Maloney is a very rich man. . . . As he left to catch a plane during dinner, he said: "Excuse me for taking Ray Ryan, but I need some money." . . . "What do you need, kid?" quipped a clown. . . . Just a pen, son, just a pen!"

At the Racquet Club (Charlie Farrell's attractive place) the movie stars and others play tennis long after midnight. . . . There are nights here when you can see two circular rainbows around the moon. . . . Did you know that the blue lights at an airport are lanes for taxi-ing only? The amber bulbs are for landing, and take-offs. . . . The crowd at the airport to greet Ike started gathering at 10 a.m. . . . They waited 11½ hours and most of them never saw him. . . . Because the President requested "no fuss" (flags or bunting). . . . The only flag we saw was at El Mirador where the press tepees. . . . Western Union has a huge space for them. . . . Nellie Luther is the star at the Saddle and Siroin. The Caesar salad and hamburger steaks are co-stars. . . . Greg Bautzer's ranch house is elegantly appointed without being pretentious. . . . Sinus sufferers get relief the first 36 to 48 hours. . . . One heefty sneeze and you have a new nose, new head, new ears and eyes. A miracle.

The Washington Post's correspondent (Harris) interviewed Betty Hutton. He asked whom she rated the three most "beautiful" men she knows. . . . She led off with the name of a columnist. . . . 2nd was the President and 3rd Bill Paley, landlord of CBS. . . . "Oh," said Harris, "I can't put a columnist ahead of the President. It just wouldn't look right." Well, she said, "you ask a silly question and you get a ridiculous answer!" . . . Betty told us about it. . . . "Tell him," we told her, "that I work for the Washington Post, too, and I will quote you accurately!"

This is how Ike's host (Helms) fooled the Palm Springs press and the West Coast correspondents about his coming here. Helms made the El Mirador reservations for the Washington newsmen, White House secretaries and Secret Service men by telling the hotel: "It's for a baker's convention."

Dennis, the Menace By Ketcham



"YOU WERE RIGHT, MOM! HER BEDS AREN'T MADE!"

THIS SIDE OF THE SUN

By Phat

We love Ike for the fame he brings

But best of all, Ike likes Palm Springs.

Anyway, we haven't had any Democratic weather, the sun has been shining, the wind hasn't been blowing. With fingers crossed, all Villagers are hoping this Republican weather keeps up.

AFTER A 20 HOUR STINT ON

Wednesday, I slept in Thursday morning. Had planned to make my annual trek to Santa Anita that day but when I awoke even a fast plane couldn't have gotten me in there to line up at the show window. But I looked at the morning sheets to see what I might have played and there it was, "Presidente." Oh, what a hunch. I should have been there. And, sure enough, with Ike in town, "Presidente" scored in the second race. Paying \$40.30 to win. And me in Palm Springs, 100 miles away. But I am glad to hear that one Villager played the hunch. Bert Gross, houseman at the Rossmore went to the track. Played "Presidente." And came home loaded. With cash, that is.

ON HIGHWAY 111, there has long been a donkey tethered as an aid to the Western sceneries. Since Ike is in town, the donkey is wearing a new placard. "I am a Republican Donkey." It informs passers-by, Arthur Bliss Knickerbocker, once a dance teacher, now a hill-billy, can boast that he is the only Villager to be tossed out on his ear by the Secret Service. He broke through the lines at the Airport Wednesday night and snapped a picture of Ike as the president was leaving his plane. He was jubilant as he was passed from guard to guard and his way out. But fast. He had the picture.

WE HAVE a pretty girl in the office who has quit going out for "breaks" in the morning. Says she doesn't mind the Pause that Refreshes. What she objects to is the fresh that paves. Mac Haskell down at the airport charges planes landing there a certain fee. When the Columbine landed Wednesday night he waived it. Jus the only Webb stayed up all Tuesday night to write a song for Ike. Then couldn't get cleared to sing it to him. With Ike at Smoke Tree, special delivery men at the post office are keeping busy rushing material to him. The president looked a bit surprised as the first one arrived and had to have his signature. But before the end of the first day he became accustomed to seeing mail carriers in plaid sport short and slacks. That's Palm Springs.

THERE'S A LOT of good-

natured ribbing going on between Dale Thompson, former policeman now an automobile agency mogul, and Fred Duffey, constable. Seems they have been trying to get Duffey's ire roused by saying that Thompson is going to run against him in the June primaries. And the police stuck up a sign in the parking place at the police station which is kept for Duffey's auto. The sign said "Reserved for Constable Thompson." But Duffey got even. He went down to Thompson's auto agency and chalked up a sign on the window. "Vote for Duffey." It took a little elbow work for Thompson to clean the window.

COMES A CORRESPONDENT with a suggestion. The mail has been slim this week. People too preoccupied with Ike in town. But anyway, got one letter. It said: "There's no way to get to the south end of town except via Palm Canyon drive or Sunrise. A mile apart. They've got a footbridge for pedestrians across Tahquitz Creek. Why not a vehicular bridge? Wouldn't have to cost much. Just so an autoist north or south of the creek could go south or north without driving a mile or so out of his way."

THERE'S ANOTHER problem for local commentators. Are the crowds here due to Ike or the county fair at Indio?

Quotes

Some time ago, so the story goes, a Federal post office had need of two baffle plates, worth \$2.97. Between need and final delivery, Federal purchasing technique being what it is, four months elapsed. The purchase order had to be backed up by nine documents with twenty-four signatures on them, plus twenty datings.—Tax Outlook.

People who like to fool with figures tell us we'll be in a depression if there are as many as 10 million jobless; if production falls 30%. To get as bad as '33, they say, the ranks of unemployed would have to grow to about 15,700,000. (In '33 25% of the labor force was unemployed. . . . Current unemployment is 2 million.—Newsweek.

Confident Living

by NORMAN VINCENT PEALE

How To Live Without Tension



One day not long ago, I went to Philadelphia for a meeting of a board of which I am a member. I took a train that should have brought me to the station there just in time to get to my meeting. Unfortunately it was late, and I came dashing out of the station looking for a taxi in quite a hurry.

I started for the first cab in line, but someone else got there first. I dashed for the second, and again a man got right in front of me. Finally, I managed to get into the third and sank into the back seat half-exhausted.

"Where to?" asked the driver. I told him.

"Are you in a hurry to get there?"

"Oh, yes," I told him. "I have to get to a meeting and I'm late."

"You're puffing," he reminded me. "You shouldn't puff that way. A man your age ought to take it easy."

I was surprised and a bit indignant. "What do you mean? A man my age! What's the matter with my age? I'm practically a youngster."

"You don't want to kill yourself getting to that meeting. Nothing can be that important. Easy does it, you know."

I thought for a minute and said, "I guess you're right—it isn't that important."

"Well, don't worry," he told me. "We'll get you to that meeting all right."

We started off and he kept talking all the time. "You know," he said, "there's a minister who writes a column in the paper here every Sunday. He says that this hectic driving of yourself and being in a hurry all the time is what gets people sick."

Then he went on and quoted to me everything I had said in my last column. You can be sure that when I got out of the cab and paid him, I tried to keep my face turned away. I don't know whether he had ever seen a picture of me, but, believe me, that was one time I didn't want to be recognized.

I went upstairs to my meeting and found that they were still reading the minutes of the last meeting, something not very important. I could have been even five minutes late and it wouldn't have mattered a bit.

I decided to practice what I preach a bit better. I certainly try to do that and there are times when I am reminded quite forcefully of just how important this is. Just this month I have lost three of my best friends. They died of high blood

pressure, high tempo, heart trouble. And only today I had a letter from the wife of another friend who has just been offered a wonderful new job. Tragically enough, he can't accept it because he has developed heart trouble.

"I wish you could tell me what's wrong with him," his wife writes. "He is so excited and tense all the time. Maybe now he will have to be quiet for a while and get the healing peace of God back into his life."

A great doctor, William Osler once advised a medical college graduating class somewhat as follows:

"When a doctor comes into a sickroom, no matter how bad the case may be, he must come in bringing poise and quiet confidence. He must not be apprehensive, or at least he must not show it. He must regard him as master of the situation; he must meet every variable in the situation with composure. And the way a doctor lives is the way that we all must live."

The best rule for living without tension is to practice confidence in your religious faith. Each day do the best of which you are capable. Practice doing it quietly, calmly and easily. Leave the results to God, casting all your care upon Him. I'm not going to rush any more. I appreciate the lesson I learned from that Philadelphia taxi driver.

(Copyright 1954, Post-Hall, Syndicate, Inc.)

Research people at Ohio State University asked a group of industrial workers to rate one another. Older workers (even those above 70) came out better than their juniors in attendance, steadiness and conscientiousness. Older women were rated more efficient than younger ones; older men only slightly less efficient than younger associates. Conclusion: "Workers should be employed and retained on basis of merit, without reference to age—Changing Times.

The Desert Sun—4b PALM SPRINGS, CALIFORNIA
and PALM SPRINGS NEWS Monday, February 22, 1954

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New, two bedroom, modern reinforced concrete block home.
Air conditioning — All electric — Fireplace.
Tile in bath and kitchen
Picture windows — Shrubs and trees.

\$18,000 - Courtesy to brokers

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MEN'S AND WOMEN'S DEPARTMENTS

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Breakfast — Brunch — Luncheon
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The SOUTH PACIFIC



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Deliciously Prepared

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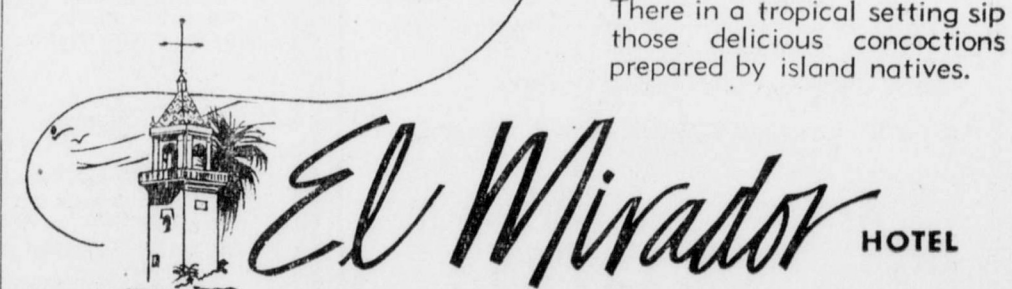
Almond Duck - Egg Roll -

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Spareribs and many other dishes

Allow yourself to be carried away on the sweet musical notes of the Island Serenaders and the songs of George Kainapau, "Songbird of the Hawaiian Islands."

There in a tropical setting sip those delicious concoctions prepared by island natives.



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HAVE YOU HEARD
BILL DWYER
THE GOLDEN VOICED TENOR?
SEE and HEAR him in
The KIVA Room
NIGHTLY FROM 8 P.M.
Aud. E. Squires
Musical Director
El Mirador HOTEL
PALM SPRINGS, CALIFORNIA
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Charles Doyle's
HIDDEN SPRINGS RANCH
1060 PALMS

A Residential Colony and new modern Guest Ranch in the midst of 1500 acres.
A development by the creator and original owner of the

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Heated swimming pool, separate cottages, continental cuisine with modest weekly rates, American or European plan. A restful atmosphere — without planned activities. Within 15 minutes of Palm Springs night life. Visitors find this enchanting oasis a delightful diversionary drive out Ramon road from Palm Springs to the end of the pavement.

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Management under the
Halvor Smedsruuds



(Paul Pospesil photo)
ANNIVERSARY — Celebrating their wedding anniversary, Mr. and Mrs. Jack Bligh of Thunderbird hosted a dinner party at the Valentine Party at The Tennis Club Saturday evening.



(Paul Pospesil photo)
KING AND QUEEN — Charming Janet Jennings and Ronnie Massengill were named King and Queen of the Junior High Valentine dance held at the Palm Springs Youth Center.

FOR SALE NEW 1953 Oldsmobiles and Cadillacs

1 - 75 Cadillac Sedan
1 - 88 Olds convertible
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1 - 98 Olds 4-dr. sedan
**Discounts up to
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Palm Desert Sunbeams

By EDITH EDDY WARD

Ruth S. Warburton's lucky guests at her Red Roof Ranch had "box seats" last Friday to watch President Eisenhower play golf at Thunderbird. Ruth's guest house faces the sixth tee on the golf course, so all her friends had to do was to be out in the front yard when the President came by. He was playing with Leonard Firestone, Johnny Dawson and Hawthorne Best of Seattle. The privileged few who had a front row view of our President playing golf were Mr. and Mrs. Walter Henningson Jr. from Portland, Oregon; Mr. and Mrs. Glenn McCormick of Salem, Oregon; Mr. and Mrs. Ed Conrad, whose ranch joins Ruth's; Frank Morgan; Estelle Ewert and yours truly. Across the way from us were Phil Harris and Alice Faye who also waved to the President and his party as they went by. All of Ruth's guests were very considerate and quiet and Mr. Eisenhower waved to the group as they

were leaving. How Ruth Warburton's guest house happened to be on the sixth tee of the famous golf course is a story in itself. About seven years ago, before the golf course was built and when Thunderbird was a Dude Ranch, Ruth converted an old barn into a most attractive little ranch house. It was located in the center of her 160 acre ranch and was completely isolated. Consequently when Ruth's friends from the movie world came to visit her they always enjoyed staying in her guest house where they had privacy and were not bothered with the public. Some of the famous people who have stayed there were Greta Garbo; the Frank Morgans; Mr. and Mrs. Clarence Brown; the Randolph Scotts; Robert Montgomery; and Rudolph Friml who has composed many of his operettas in the little guest house on the Red Roof Ranch. Then, about five years ago, came the idea of an 18 hole golf course at Thunderbird and turning the Dude Ranch into a Country Club, but the problem

was to get enough adjoining land. Since Ruth's property joined the Thunderbird on the east, she sold 80 acres of the Red Roof Ranch so they could build a full 18 hole golf course. Consequently, the landscape architect designed the golf course and Ruth's little guest house found itself on the sixth tee! When she sold the land to Thunderbird, little did she realize that one day the President of the United States would be walking through her front yard playing golf!

Tools Valued at \$195 Go to Thief

Theft of tools valued at \$195 from apartments at 954 East Ramon road, was reported to police Tuesday by Peter Nelson. Entry was made by cutting a screen and opening a locked door.

Soroptimists to Initiate New Members

Soroptimists will initiate four new members at their regular luncheon meeting Tuesday noon, February 23. After the business meeting, Madge Holderman will officiate in the initiation of Dottie Stein, Mildred Hughes, Hildreth Chase and Margie Rood. Dr. Calista Stefan will preside at the business session.

Indian Trail Sewer District Requested

Council Tuesday received its second request for a sewer assessment district since taking over the Sanitary District last July 1 — this time from residents of Indian Trail. First request came from residents of Calle Palo Fierro.

The Desert Sun—5b
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, February 22, 1954

"The younger generation no longer respects its elders; it tyrannizes its teachers; fails to rise when older people enter the room and has atrocious manners." These are the words of a wise old man who lived over 2,000 years ago—Socrates by name.

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We Give S&H Green Stamps

**HAVE YOU HEARD
BILL DWYER**
THE GOLDEN VOICED TENOR?
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Large Stock Ranch
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at El Mirador's Starlite Patio
Served from 12 Noon to 2 P.M.

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Choice of One:

Iced Freshly Squeezed Orange or Grapefruit Juice
Iced Tomato Juice or Fruit in Season
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\$2.00

Eggs (any style) with Ham, Bacon or Sausages
French Toast, Waffles, Hot Cakes or Buckwheat
Cakes with Ham, Bacon or Jones Link Sausages
Cheese Blintzes, with Strawberry Preserves
and Sour Cream
Poached Finnan Haddie in Milk, Butter Sauce

\$2.50

Spanish, Fresh Tomato, Chicken Livers or
Jelly Omelette

\$3.00

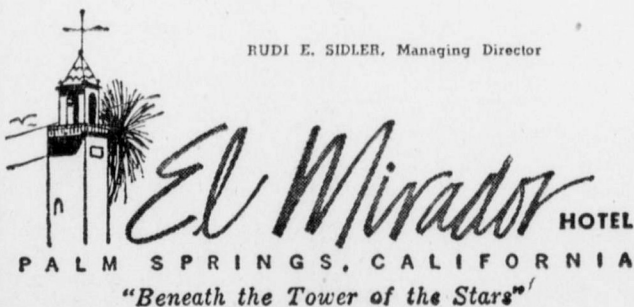
Poached Eggs Benedict
Fresh Mountain Trout, Saute, Meuniere
Calif's Liver Saute, with Bacon
Chicken Livers Saute, with Apples

\$3.50

Broiled Minute Steak, Hashed Browned Potatoes
French Lamb Chops
Tendersweet Ham Steaks, Pineapple Rings,
Glazed Honey Butter

CHOICE OF BEVERAGES

RUDI E. SIDLER, Managing Director



FIND YOUR DREAM HOME IN THE DESERT AMONG THE WIDE VARIETY OF LISTINGS ON THESE PAGES

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Monday, February 23, 1954

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REFUND for the difference.

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tions: MONDAY ISSUE—5 P. M. FRIDAY
THURSDAY ISSUE—5 P. M. THURSDAY
● ADDRESS all communications to The
Desert Sun, P. O. Box 190, Palm
Springs, California.

Schools 3
EL MIRADOR PLAYSCHOOL,
2-7 YEARS. Hourly, daily,
weekly, monthly. Enclosed
playground, Call Rena May-
nard at 204 or 3213.

Lost and Found 10
LOST: Diamond wrist watch on
Monday 15th between Warm
Sands Villa and Palm Springs
Women's Club. Phone 2352.
Reward.

LOST: Small brown and white
dog in Rancho Mirage. Re-
ward, 539 Van Fleet, Cathed-
ral City. Phone 83214.

LOST: Reading glasses in fancy
case. Monday on Palm Can-
yon Drive. Reward, Ph. 8-5363.

Personals 12
ALCOHOLICS Anonymous. Meet
8:30 Wednesday nights.
Phone 7063.

Re-upholstering
and Custom Work
Free Pick up and Delivery
TRANSVIEW UPHOLSTERY
6773 Highway 111
Call HANK RIVERA 8-3322

PALM SPRINGS HOUSE
AND WINDOW CLEANING CO.
Homes opened, closed. Com-
plete building maintenance.
Year round. Vero Bautzgard-
ner, 210 East Amado, Ph. 8247.

TREE TOPPING, TRIMMING or
removal. Modern equipment.
Free estimates. Firewood deliv-
ered. YARRINGTON & WEHRE,
830 Broadway, Cathedral City
or write P.O. Box 851
Phone 8-4461 and 8-3246

MONOGRAMMING
INITIALING and Identification
on all fancy garments, also
hotel and motel linens, 421
E. Barbour, Banning. Phone
8165.

A-1 CARPENTER repairs, re-
modeling or alterations. Ph
Ken at 7663 or 7691.

SEWING, ALTERATIONS
BUTTONHOLES
Phone 8-5443

AUTHORIZED Electrolux vacu-
um cleaner. Sales and serv-
ice. Ph. 6122 or 2066.

TV and SOUND SERVICE
BERNHARD AND WALLER
CATHEDRAL CITY. Ph. 83302.

PEARLS RESTRUNG
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Telephone 3308

SACRIFICE
SALE
10 UNITS
FULLY FURNISHED
Air Conditioned, Heated
Pool, Corner, Beautiful
Patio. Year-round business.
Any reasonable offer
for equity accepted
Also will consider
Trade Down
Phone Mr. Jackson
Palm Springs 3663

IMPERIAL FENCE CO.
ALSO FURNISH
3 YEARS & PAY
45-525 SMURR AVE., INDIO
Free Estimates
Phone Indio 7-3595

Service Miscellaneous 15

Swimming Pools

M. H. Libott Assoc. Inc.
CHEMICALS - REPAIRS
MAINTENANCE - SUPPLIES
CONSTRUCTION
216 N. Indian Ave. Ph. 2143

Machine Shop

PALM SPRINGS
ENGINEERING COMPANY
375 Sunny Dunes Road
Telephone 5411
General Precision Machine
Work

FORMER hotel maintenance
man. Can fix anything. Heat-
ers, cooler, stuck doors and
appliances. By the hour.
Phone 6359

RADIO, PHONO SERVICE
866 NO. PALM CANYON
BREEZIN'S PHONE 6015.

Situations Wanted 25

Nurses' Registry

CLARA DWYER, R.N.
Member CNSA, District 34
Pegi Scott's Agency
256 S. Palm Canyon Ph. 7691

Gardener, maintenance man
from San Marino. Capable of
taking care of all minor re-
pairs, painting, plumbing,
electrical, etc. 5881, evenings.

MAN, mechanical and business
background. Station wagon
available. Local references.
Desires part or full time em-
ployment. Box 190, File W-1.

PAINTING, decorating, paper
hanging. Very reasonable.
Free estimates. Ph. 3850 eve-
nings.

LADY, middle aged wishes po-
sition in shoppe or as com-
panion. can travel. Write Des-
ert Sun, Box 190, File W-3.

PAINTER - Interior and ex-
terior. Free estimates. Reas-
onable - immediate service.
Phone 7905.

CHAUFFEUR, caretaker, any-
where. Highest references.
Kuhn, 817 W. 23rd St., L.A.

CHILD CARE, UNDER 4 YEARS
OLD, RETIRED NURSE.
PHONE 7924

LANDSCAPING—GARDENING
20 years experience. Phone 3240
Willie Grant, P.O. Box 331

For a dependable baby sitter.
Also day work.
Phone 3898

2nd maid, colored, R&B \$150
Couple, hotel, apartment \$250
Seno, insurance exp. \$250 up
Couple, all round, R&B \$300 up
Couple, domestic, perm. \$300
Maid, hotel exp. R&B \$125
Waitresses, live in or out.
Domestic cook R&B \$250
Bus boys, exp. R&B \$125 - \$150

Many other positions.

EMPLOYMENT
SERVICE AGENCY
135 E. Andreas Road
Phone 2901 Phone 2556
Ruth Sougey

COMBINATION
METAL AND PAINT
MAN
New shop, new equipment
Plenty of work
GUARANTEE PLUS

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LINCOLN-MERCURY
335 Sunny Dunes Road

Coachella Valley
Employment Agency
COMPLETE employment serv-
ice. Offices, homes, hotels,
restaurants and general.

271 S. Indian Ave.
Phone 2622
or 4114

BEAUTY Demonstrators: Up to
\$5 hour demonstrating fa-
mous Hollywood Cosmetics,
your neighborhood. Free
samples and details supplied.
Write Studio-Girl, Dept. N,
Glendale, California.

FEMALE—EXPERIENCED
HOTEL SWITCHBOARD
OPERATOR. SOME
EXPERIENCE. LIVE IN OR
OUT. HOTEL DEL
TAHQUITZ

SALESMAN
Experienced in Servet refrig-
erators, air conditioning and
appliances. Leads furnished.
PAVNYS
1001 S. Palm Canyon Drive

MEDICAL RECEPTIONIST, ex-
perienced. Write File W5, giving
previous experience and re-
ferences.

REAL ESTATE salesman, sales-
woman or broker for model
house. RANSOM, 884 North
Palm Canyon Drive.

FEMALE—EXPERIENCED
EXECUTIVE HOUSEKEEPER
FOR LARGE HOTEL.
HOTEL DEL TAHQUITZ

WHITE woman, wash, iron,
mend personal clothes. Write
Box 190, File T-10.

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EMPLOYMENT AGENCY
256 S. Palm Canyon Dr.

REAL ESTATE salesman or
broker for well located office.
Ralph Weinstein Ph. 2884

CHILDREN'S WEAR!

REPORTED \$30,000 SALES year
minimum! A-1 location. Fa-
vorable 5 year lease, new
building 26x50. Carries mer-
chandise from tots to teens.
Loved parking space. \$2000
worth inventory. \$3500 worth
equipment; 3 custom-made
wall cabinets, counters, dress
racks, mannequins, fluores-
cent light, neon advertising
signs, partitions, shelving,
office furniture, cash register!
Business forces sale! Excellent
money-maker! ONLY \$9750.
P. Phillips, STROUT AGENY, Y
83-965 Highway 99, Indio. Ph.
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FOR LEASE

Long term—preferred corner,
vacant lot, 54 feet x 145 1/2
feet, NE corner Palm Canyon
Drive and Amado Road. One
block north from Desert Inn
on main street in Palm
Springs. Presently occupied
by Associated Gas Station.
Mail all inquiries to Box 135,
Cathedral City, California.

30 improved lots, 10,000 square
feet. Located Deep Well
Ranch Estates. P.S. Ph. 7809.

MODERN 2 b'd room furnished
home, Palm Desert. Will take
house trailer as down pay-
ment. Apply Ernie's Coffee
Cup, 700 Broadway, Cathedral
City.

Real Estate For Sale 35

RANCHO MIRAGE

OPEN DAILY, 10-4. 71-338
BISKRA ROAD - New large
2 bedroom home complete in
every detail. Stone fireplace
unit heating, garbage dispos-
al electric dishwasher, picture
windows, landscaped. Locat-
ed on large beautiful hill-
side lot overlooking Valley
and Thunderbird Golf course.
Priced low at \$17,500, reason-
able terms.

CHOICE RENTALS \$150 up.
BUSINESS space for lease, suit-
able barber, dentist or ?

Rancho Mirage
REAL ESTATE OFFICE
Roy St. Leon, Sales Mgr.
71-811 Highway 111, across from
Post Office. Phone P.S. 8-3881
or P.S. 8-4203

Owner Offers
3 bedroom, 2 bath home,
choice location. Tahquitz
River Estates. Fenced, land-
scaped, modern Paddock
pool, heated and filtered.
Custom drapes and wall to
wall carpeting by Barker
Bros. Quality furnishings
throughout.
\$38,500. Terms 3670
Call John D. Wilson, 3670
1523 San Lorenzo Road
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COFFEE shop for lease in Ran-
cho Mirage. Next to Shell
Service Station.

TRUST DEEDS BOUGHT,
SMALL DISCOUNT PRIVATE
PARTY. WHITE, J. N. GIER,
330 N. ALFRED LOS ANGELES

Lois & Acreage 33
WELL-LOCATED
R-3 LOT
Size 100 by 102
REDUCED BY OWNER
TO
\$1950
FOR QUICK SALE
Peter B. Sheptenko

THE PIONEER REALTY CO.
OF PALM SPRINGS
475 N. Palm Canyon Drive
Phone 2727
ASSOCIATE BROKERS
BILL COLVEN MIKE JEKYL
FRED KOTY

68 ACRES in the Golf area near
Tamarisk and Thunderbird
Country clubs. Will sell all
or part for \$1000 per acre.

Edith Eddy Ward
73-667 Highway 111, Palm Desert
Phone Palm Desert 76-3431

FOR SALE in Apple Valley. 1/2
acre corner residential lot
near Inn, business district
and school. 2 1/2 acre lots for
triplex dwellings. Build ren-
tals and have good income. 2
country club memberships. 50
shares A.V. stock. 10932 S.
Lakewood Blvd., Downey, Cal.

CHOICE corner lot for hotel and
apartments. Northwest cor-
ner Indian Ave. and El Alame-
da. 84x140. Sacrifice at a
loss, by owner \$18,500. Geo.
Goodman, 180 N. Highland
Ave. Los Angeles 36. Phone
Walnut 8108.

SHADOW MOUNTAIN CLUB
Residential Income Lot
Lot 150x130 - Larrea St.
\$4,850 - Terms
Owner, 112 No. Valley St.
Burbank CH 6-5957

15 ACRES ripe for subdivision,
located south east of high
school. \$850 per acre, all uti-
lities available. See John W.
Williams, owner.
423 N. Palm Canyon Ph. 3311

\$1000 CASH for beautiful estate
lot near Shadow Mountain
Club. Must be sold now. Con-
tact owner at 6328 Montezu-
ma Road, San Diego.

CHOICE lot near El Mirador
hotel, 120x135, irrigation wa-
ter. \$3950. Owner 1177 So.
Roxbury Drive, L.A. 35. Ph.
Crestview 41463.

THUNDERBIRD Country Club
Estate. Beautiful hillside acre
lot. All utilities underground.
Owner. Phone 7529.

VIEW LOT, 80x100 foot. Water,
light and gas. \$1800. \$15 dn.,
\$15 a month. Phone 6218.

Real Estate For Sale 35

Cathedral City

NEW 2 bedroom home, well
planned, large view windows,
best view of desert and moun-
tains; and 2 large lots. Paved
sire & utilities. Good televi-
sion area, in the Cave. Owner
must sell, reduced from \$9000
to \$7350.

12 A. RE Cove with all utilities
on highway, \$24,200.
A FEW \$875 lots left, 105x130.
3-COVE lots, \$1300 each.
PRIVATE trailer lot 45x55 for
trailer and cabana, \$135 year,
10 year lease or more.

LUXURIOUS motel in Cathedral
City. Year round tenants,
\$15,000. Take \$25,000 property
as part payment.
CHOICE - Mod rn - Spacious
new homes - \$13,600 to \$30,
000, one with pool, in exclus-
ive Cathedral Highland and
funeral tracts. Natural TV,
1 hour more sunshine, view,
no sandstorms.

DESERT REALTY
615 Broadway Cathedral City
10% of our commission goes to
buyers favorite charity.

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RANCHO MIRAGE
OPEN DAILY, 10-4. 71-338
BISKRA ROAD - New large
2 bedroom home complete in
every detail. Stone fireplace
unit heating, garbage dispos-
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windows, landscaped. Locat-
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side lot overlooking Valley
and Thunderbird Golf course.
Priced low at \$17,500, reason-
able terms.

CHOICE RENTALS \$150 up.
BUSINESS space for lease, suit-
able barber, dentist or ?

Rancho Mirage
REAL ESTATE OFFICE
Roy St. Leon, Sales Mgr.
71-811 Highway 111, across from
Post Office. Phone P.S. 8-3881
or P.S. 8-4203

Owner Offers
3 bedroom, 2 bath home,
choice location. Tahquitz
River Estates. Fenced, land-
scaped, modern Paddock
pool, heated and filtered.
Custom drapes and wall to
wall carpeting by Barker
Bros. Quality furnishings
throughout.
\$38,500. Terms 3670
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Service Station.

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FRED KOTY

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Country clubs. Will sell all
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Lakewood Blvd., Downey, Cal.

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Goodman, 180 N. Highland
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\$15 a month. Phone 6218.

Real Estate For Sale 35

Peter B. Sheptenko

OFFERS THE BEST BUYS IN
PALM SPRINGS REAL ESTATE
LOT NEAR BOB HOPE 120x106
Reduced to \$2,200. Well wor h
\$5,000.

3 BEDROOM, 2 bath near
schools and transportation.
Asphalt tile kitchen and
bath rooms. Large living
room with fireplace. Large
lot. Reduced to \$12,500.

DESERT GLASS MODERNE. A
little dream home, offering
a view of the desert, moun-
tains, sky from every room
in the house. Has 2 b'drooms,
lg. living room with a slab
suspended fireplace. Concrete
block and steel construction.
2 car garage. Lg. walled lot.
House is carpeted throughout.
Reduced to \$16,900 for quick
sale.

DEEP WELL ESTATES. Brand
new 2 bedroom, 2 bath de-
luxe. Natural rock roof, fur-
nace heat, air cooled, 2 car
garage. Beautifully designed.
Only \$22,500.

MERITO VISTA All Electric
home. 2 bedrooms, 2 baths.
Large living room with
charming fireplace. Glassed
in lanai. Just one block north
of O'Donnell Golf course. Has
every convenience. Walking
distance to town. Lot alone
worth \$10,000 with six shares
of irrigation water. Beautif-
ully landscaped. Reduced to
only \$29,500 to close estate.

LARGE TRIPLEX. Home and
income. Live in one and rent
two.

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Real Estate For Sale 35

Theresa Press

ARE YOU tired of renting? — then for payments of \$68 per month you can be the owner of this new 2 bedroom home. Has all the facilities of a larger and more expensive home. Forced air heat and cooling, sliding glass doors, aluminum sash windows, well located. You can't beat it for \$11,500.

2 BEDROOM, R-3 lot, \$12,500.
3 Bedroom, good value, \$11,950.
1 Bdrm, spacious, pool, \$15,900.

WHY HAVE building worries when you can buy this exclusive home, completely furnished? 3 bedrooms, 3 baths, heated pool, beautifully landscaped and walled. Far below replacement cost. See for yourself, drive out to 1091 Paseo El Mirador. Open daily.

WOULD YOU like your married son or daughter to live near you? Then see this estate home designed to accommodate 2 families, yet with complete privacy for both. Finest construction and location. Reduced from \$39,500 to \$27,500. Good terms.

RENTALS

THERESA PRESS

Realtor
Joe De Francis, associate
420 S. Indian Ave.
Phone 5282 or 5691

VISIT

World Famous

Palm Desert

AND

Shadow Mountain

Club

A RESTRICTED community of planned charm and opportunity.

View sites \$1295 and up
Smartly designed homes and
Sun Lodge cottages,
\$12,500 to \$40,000

Drive 12 miles east on
Highway 111 to

Palm Desert

Corp.

Larkspur and
111 Highway
Phone 76-3794

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IN DOLLARS

INCOME

IN AMENITIES

3 LIVING UNITS
PLUS HOTEL ROOM
Walled and landscaped
Room for more units
and a pool
\$28,000
Shown by appointment

H. H. FOSTER

REALTOR
and Associates
Ray Miller - Don Peake
Paul Keil - William May
Phone 3535

101 N. Palm Canyon Drive

REAL QUALITY

BUY

MODERN, 3 bedrooms, 2 baths
fully tiled, silent colored
plumbing fixtures. Large
swimming pool. First quality
construction. On large walled
lot. \$10,000 including drapes
and carpets.

For appointment to see, Call

ADOLPH ISRAEL

REALTOR
EXCLUSIVE AGENT
671 N. Palm Canyon Drive
Phone 2981

THE BEST

DEAL IN TOWN for the money.
R-3 zone. 2 bedrooms, 2 baths,
close to markets, nicely landscaped,
trees, shrubs. \$12,500
furnished. Cash out.

D. Applebaum

REALTOR
N. R. Wilson, Associate
326 S. Indian Ave. Ph. 5555

NEW 2 bedroom house, 2 full
tile baths, large living room,
entry hall, covered patio,
kitchen with dining area,
breezeway, laundry, 2 car
garage, fully pastered, circular
driveway rock wall landscaped,
forced air heaters and
coolers, fireplace, all new
drapes and wall to wall
carpets, \$23,500, submit terms or
trade. Phone owner 5332.

Living Desert

Sunny side of the Valley
POOL USE FREE
\$7500. furnished house, a retirement
dream. Hal Cornelius,
1000 Palms, Phone 393.

Real Estate For Sale 35

Cathedral City

BUY NOW and choose your colors on this 2 bedroom modern home. Has 1125 square feet plus carpet and utility room. Also touch plate lighting with master control. Slumpstone fireplace and planters box, also barbecue, patio and sliding glass door. This home located on fine lot in our best residential area, \$3000 down.

ONLY \$950 down buys this brand new modern 1 bedroom home on R-2 view lot. Has tub and shower, Formica drain, large car port. Plaster and stucco construction, steel sash windows. Full price \$7950.

INCOME

ON CORNER view lot 135x100 feet. We have 4 choice modern units. Patio and barbecue. Also room for several more units. This property can be bought for \$24,500 with low down payment. Let us show you. We also have several larger properties — priced right.

Jorgensen Realty

68-574 Broadway (Hwy 111)
CATHEDRAL CITY
Phone 8-3401 Home 8-4172

Cathedral City

Headquarters for Better BUYS

NEW 2 bedroom, corner lot, furnished, carport, storage. Easy terms, excellent buy \$9500

New one bedroom, panel ray, nicely furnished, carport could be converted, \$7800.

New 2 bedroom, carport, tub bath, asphalt tile, panel ray, outdoor screen room, \$11,500.

New 2 bedroom, plus VIEW. Carport. Nice bargain. \$11,000

3 bedroom, carport, basement. Artist view. Extra lot, too. \$8500

Two bedroom, roomy cottage, close in, new plumbing, NOW \$6200

Older houses, \$5500 to \$8000
Income \$11,000 to \$33,000

RUTH BILES

Realtor
56 Glenn Cathedral City

HAROLD HICKS

FOR
REAL ESTATE

For Over 30 Years

CHOICE SOUTH END Location.
2 bedroom, 2 bath, completely
furnished attractive modern
residence. HEATED and FIL-
TERED POOL. Landscaped
grounds. PRIVACY. SECU-
SION and QUIET. See this
today. \$24,500

IF IT'S FOR RENT OR
IF IT'S FOR SALE...
HAROLD HICKS HAS IT

HAROLD HICKS

REALTOR
813 North Palm Canyon Dr.
Phone 2736

AND ASSOCIATES
Mildred Jackson - Ray Baur
Burnham Bigelow - Ken Herman

DOLL HOUSE

FOR SALE

NEW, 3 bedroom, 2 bath
furnished complete, carpeted,
TV, Garbage disposal, beautiful,
heated POOL, walled,
landscaped, privacy. AMAZ-
INGLY LOW — \$27,500.

\$2500 DOWN
BRAND NEW! 3 bedrooms, 2
baths, forced air heat, ducted
cooling, fireplace, A-1 loca-
tion. Small monthly pay-
ments.

FULL PRICE — \$14,750

12 UNITS AND POOL
EXCEPTIONAL buy, near El
Mirador Hotel. Terrific terms
and low down. \$85,000.

Terry Ray

Julius De Vorzon Harry Peale
Howard Palmer Ernie Dunlevie
773 N. Palm Canyon Ph. 2064

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6 UNITS in best hotel area.
Corner location, zoned R-3.
Owner anxious to sell due to
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Asking \$52,500, but will listen
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Ralph Weinstein

REALTOR
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lon Road, House, So. Calle
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lot. Call Guarantee Garage,
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TRAILER Park Hwy 111 \$75-
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bedrooms, large enclosed
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1 BEDROOM HOUSE FURNISH- ED. 405 N. MARCUS ROAD PHONE 3074

Real Estate For Sale 35

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MODERN, quality 2 bedroom
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taxes and insurance. Price
\$9250.

BEAUTIFUL new, modern 3
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location. 18x23 living room
with fireplace, garage, space-
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sliding glass doors to patio,
ducted furnace heat and cool-
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Beautiful new 3 bedroom, 2
bath home with 2 car garage,
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built Tahquitz River Estate
home, 3 years old; 2 bed-
rooms, large garage, 1 1/2
baths, Spanish tile, breez-
way, patio, tile fountain,
large lot, landscaped, sprink-
lers. Furnished. \$18,000. 872
N. Riverside Drive.

Exchanges 36

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home or income for Palm
Springs; beautiful 3 bedroom,
3 bath. Completely furnished,
large swimming pool. Only
\$37,500.

WANT North Hollywood home,
Van Nuys or San Fernando
home for Palm Springs 4
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only \$19,500.

MODERN 3 bedroom home.
Luxuriously furnished. Re-
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Only \$35,000. For L.A. home
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12 UNIT apartment hotel near
El Mirador Hotel. Furnished
with large pool. A BUY at
\$90,000. Want L.A. home or
income as part payment.

APARTMENT HOTEL, 17 units
Finest location in town. Com-
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MODERN 13 unit apartment in
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12 to 20 rentals. Principals
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3 AND 4 units and R-3 lots. We
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Other White Elephants. Mr.
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P.S. 8-4932, Palm Desert 76-3961

Real Estate Wanted 37

10 GOOD R-1 lots. Immediate
cash for right price. Details
please. Box 180, File W-2.

Business Rentals 38

INDUSTRIAL

INDUSTRIAL offices with stor-
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Sunny Dunes Road. See —
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PROFESSIONAL offices. Corner
Palm Canyon, Arenas Road
ultra modern furnished, un-
furnished. Ask your broker
or call Attkian, 6234.

Rooms for Rent 40

BOYS, 6-12, near good schools,
best food and care, \$85 month.
Supervision, recreation.
Mountain Oak Boys Ranch,
Banning.

QUIET cozy room in lovely
private home. Private en-
trance and bath. Gentle-
men preferred. 200 W. El
Portal. Phone 6156.

WALKING distance. Large clean
sunny corner room. Private
entrance. Reasonable. 330 N.
Calle Santa Rosa.

ROOMS, kitchen privileges. \$7
weekly up. Daily and monthly
rates. Ph. 9973.

COZY, quiet room and bath in
lovely home. Privileges. \$47.50
monthly. Call 2478.

NEAR El Mirador. Lovely sleep-
ing room. \$30 privileges \$50.
Also twin beds. Phone 4439.

NICE ROOM, private bath and
entrance, nice yard. Close in.
291 Athel Street.

ROOMS, also small apartment.
Phone 7722

For Sale or Rent 41

For Sale
or Will
Lease Furnished

Beautiful home on Tama-
risk Golf course. Two bed-
rooms with man's room.
Enquire at Wonder Palms
Hotel.

Apartment for Rent 43

HAVE TENANTS wanting good
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mediate results.

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Attractive studio apartments
Heated pool, south end of
town. 1500 Via Entrada. Ph.
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ARTLY furnished 1 bedroom
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peting, right price to reliable
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COMFORTABLE, modern beau-
tifully furnished one bedroom
apartment. 450 Avenida
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SPACIOUS 3 room apartment,
attractively furnished. Pri-
vate patio and patio, 970 Para-
ceta Place.

LARGE bungalow court. Will
accommodate 4 to 6 people.
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Ward Woodridge, 9905.

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NEW 1 BEDROOM unfurnished
\$85 month on year's lease.
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\$100 month until June or \$125
by month. 436 Olancha.

DELUXE 1 bedroom apartment.
Beautifully furnished. Adults.
Lease. Close in. Ph. 7057.

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Ideal all year or monthly. 545
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\$17 WEEK up. Private bath,
kitchen. Center town. Rooms
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month for season. Ph. 5555.

4 ROOM apartment furnished.
Utilities paid, week or month.
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quiet. 562 Calle Ajo. Ph. 7846.

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Country club. By day, week
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Houses for Rent 46

NEAR Thunderbird on Hwy.
Furnished 4 bedroom, 2 bath.
Will sell call Guarantee
Garage. 7654 or 5.

\$250 including utilities. Beau-
tifully furnished 2 bedroom, 2
bath, fireplace, close in. One
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\$75 MONTH - furnished 2 bed-
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Redecorated. Option to buy.
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unfurnished. 511 Calle Amig-
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FURNISHED home in Outpost
Estates. \$90 month on year's
lease. Phone 7834.

Houses for Rent 46

L.W. Modern completely fur-
nished Tahquitz River Es-
tates home. 2 bedrooms, 2
baths, patio, enclosed carport.
Very close in. \$900 per month
during season. Available im-
mediately. Contact Bresnick
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Level 3 bedroom completely
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SUMMER AT THE BEACH.
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swimming pool. Downtown.
Howard Manor vicinity. \$1000
month, February and March.
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2 BEDROOM, 2 bath home,
nicely furnished. TV cable
installed. Good location. By
month or year.

JOHN W. WILLIAMS
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bedrooms, 2 1/2 baths, privacy,
quiet, view. Fully furnished.
Pool. \$400 month now 'til May
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ultra deluxe. Completely
furnished, swimming pool,
fenced and landscaped. Ph.
7479 or 7277.

3 BEDROOMS, 2 bathrooms,
partly furnished. Year's lease.
Phone 4149

FURNISHED 2 bedroom house.
Large fenced yard. \$100 month.
Phone 6582

Trailer Rentals 49

SMALL, cozy, for one. Nice park.
trees, close in. \$60. Partly fur-
nished. Phone 5435.

Household Goods 50

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NEW FURNITURE
THIS WEEK ONLY
Chinese pool tub chairs \$3.95.
3 pc. rattan set regular \$59-
95 now \$39.50, table and 4
chairs, regular \$89 set now
\$69.50. Many other bargains
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10% discount on all box springs
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\$85.95.

10 to 20% discount on all
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other items. Many floor
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TERRIFIC bargains to make
room for new styles.

Regular box springs and mat-
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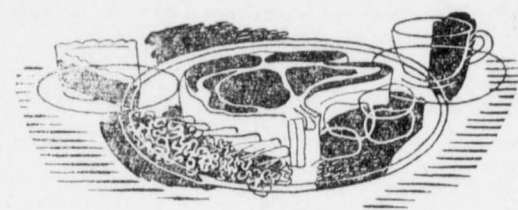
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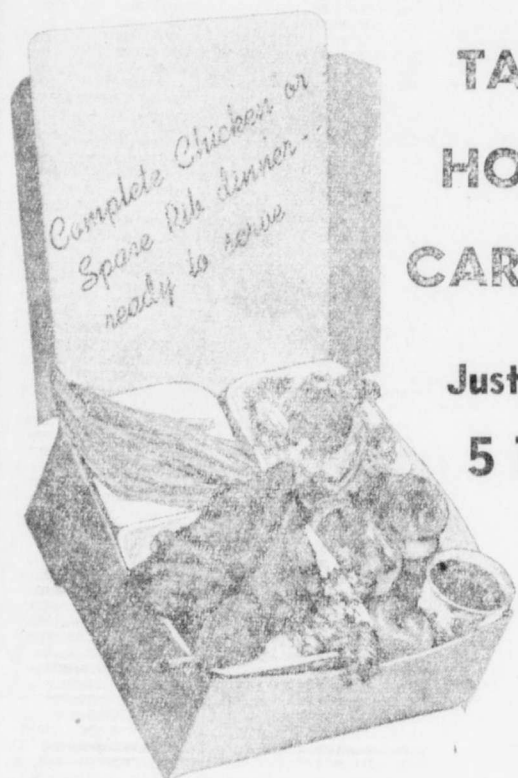


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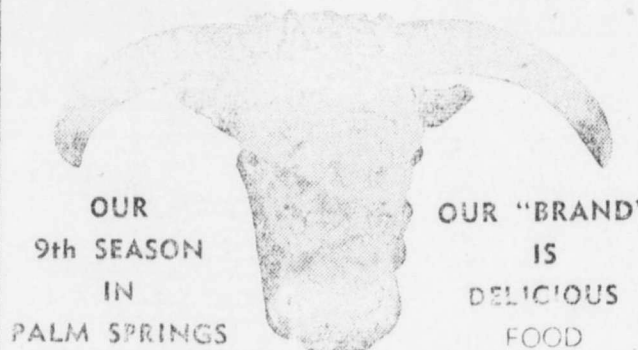
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BARBECUED RIBS In a \$1.25
FRENCH FRIES • COLE SLAW • all the trimmings
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